

# The ROI of Attention.

## Measured in rework, not in hours.

Most errors in operations, finance and consulting are not skill gaps. They are **lapses of attention**, and every one of them is paid for twice: once to do the work, and again to fix it. PACT trains attention as a skill, so the work is **right first time, every time**.



### CASE STUDY · GLOBAL BANK CAPABILITY CENTRE

From one pilot to **every Global Capability Centre**.

|                             |                        |                                          |                                                    |
|-----------------------------|------------------------|------------------------------------------|----------------------------------------------------|
| <b>+25%</b><br>Productivity | <b>+40%</b><br>Quality | <b>900+</b><br>employees trained in 2022 | <b>Global</b><br>rolled out to all the bank's GCCs |
|-----------------------------|------------------------|------------------------------------------|----------------------------------------------------|

*"With rigorous implementation of the Learning Tools by our Business Teams, we have been able to generate significant Business Impact and ROI."*

NAMED "HIGHEST BUSINESS IMPACT LEARNING PROGRAM"

### THE BUSINESS CASE · ILLUSTRATIVE

What rework costs **a 500-person team**.

| ASSUMPTIONS                          |                   |
|--------------------------------------|-------------------|
| Team size                            | 500 people        |
| Average annual cost per person       | ₹15 lakh          |
| Time spent on rework and corrections | 10%               |
| Annual cost of rework                | <b>₹7.5 crore</b> |
| Rework reduction after PACT          | <b>25%</b>        |

### VALUE CREATED EVERY YEAR

**₹1.9 crore** a year

in rework avoided, by a team that already exists, with no new hires and no new systems.

**12-13**

full-time people of capacity released to higher-value work

**₹7.5 lakh**

value of every 1% reduction in rework. The programme pays back early.

Illustrative figures from the business-case calculator at [attentioninstitute.in/attention-to-detail-training](https://attentioninstitute.in/attention-to-detail-training). Enter your own team size, cost and rework rate for your numbers.

### WHERE THE RETURN COMES FROM

01

#### Productivity up

- Single-tasking and deep work
- Productive, not just busy
- Do more with less

02

#### Quality up

- Fewer human errors and less rework
- Consistent quality in repetitive, critical work
- Lower cost of quality

03

#### Culture of excellence

- Right first time, every time
- Excellence under high pressure
- PRIDE: owned by every person

### HOW WE MEASURE THE RETURN

#### BEFORE

##### Attention Lab baseline

Every participant's Attention Score, out of 100

#### ON THE DAY

##### Participant feedback

Rated 6.9 / 7 overall in a recent cohort

#### AFTER 60-90 DAYS

##### Impact assessment

Habits applied, error rate and hours saved each week

#### BUSINESS METRICS

##### Your KPIs

Rework incidents, first-time-right and turnaround time

Start with one cohort. **Measure. Then scale.**

Full-day (6 hours), half-day for leaders (4 hours) or virtual (3 hours × 2 days)

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