EFFECTIVE STRATEGY EXECUTION
FEB 18 - 21, 2014
Real Results through Learning
Effective Strategy Execution

The programme is structured to be delivered in three parts. The first part of the programme will introduce you to frameworks and practical tools that are needed to formulate strategies. It also emphasises on how strategy formulation can help your company achieve competitive advantage and growth on a sustainable basis. The second part of the programme helps you examine some of the primary obstacles that you and your organisation would face in executing strategies which you have formulated. It also provides an overview of the main organisational elements that your company must address to implement your strategies effectively.

Individuals play a pivotal role in strategy execution. Therefore, the third part of the programme will bring your attention to how you can develop personal skills and capabilities to successfully drive strategy formulation and implementation in your company. It also reveals how you can create high performance teams to help your company attain successful strategic execution. With real-world case studies of companies (both Indian and international), you will be able to appreciate the principles and drivers of effective strategy formulation and execution.

Programme content

• Organisational levers of effective strategy implementation
• The role of organisational architecture in strategy execution
• The dynamics of power and politics in strategy execution
• Creating a competitive environment
• Adopting competitive positions
• Trade-offs for formulating business strategy
• Generating new growth in business
• Performance implications for the different growth options
• Principle obstacles to strategy execution
• Building an organisational culture for effective strategy execution
Faculty

Dr Prashant Kale is a Professor of Strategy at the Jones School of Management, Rice University. He also teaches at the Michigan Business School, the Wharton School, and the Kellogg School of Management, as well as at the Indian School of Business (ISB) in Hyderabad. Prashant’s research and teaching focuses on corporate strategy, strategic alliances, and mergers and acquisitions. He has published articles in reputed international journals such as *Harvard Business Review, California Management Review, Strategic Management Journal*, and *MIT Sloan Management Review*. Prior to joining academia, Prashant worked in the industry for several years and held management responsibilities with companies such as Johnson & Johnson, Siemens, ICI Plc., in several countries and with the Tata Group in India. Prashant is also on the Board of Directors of several technology start-ups and venture funds.

What you will gain

- Leadership styles that affect a firm’s performance
- Growth of individuals as business leaders
- Leading a high-performance team

Participant profile

This programme is designed for senior professionals who are responsible for the formulation and execution of strategy in their companies. This would include CEOs, business heads, functional heads as well as other senior executives who play a role in this process.

- Leadership styles that affect a firm’s performance
- Growth of individuals as business leaders
- Leading a high-performance team

- A clear, conceptual framework to assess the competitive environment and craft strategies to stay ahead
- Understanding of the trade-offs involved in developing winning strategies
- Skills to identify the cognitive and practical obstacles which hinder the execution of winning strategies
- Key concepts of successful strategy execution
- Ability to create an appropriate organisational architecture and culture which facilitates the execution of a chosen strategy
- An introduction to different leadership styles and the knowledge of how they impact the organisation
- Personal skills and capabilities to become an effective leader
- Insights into creating high-performance teams that can deliver successful performance
Programme fee
INR 1,40,000 plus tax
Fee includes food and accommodation at the ISB campus or at an equivalent facility based on availability.

Programme dates
The programme starts at 9.00 am on Feb 18, 2014 and concludes at 5.00 pm on Feb 21, 2014

Venue: ISB, Hyderabad Campus

How to apply
- Download the application form from www.isb.edu/cee/apply and follow the mailing instructions mentioned therein (or)
- Write to us at execed@isb.edu for more details (or)
- Call us on +91 40 2300 7041/42

Other programmes recommended
- Leadership Skills for Top Management
  Feb 09 - 12, 2014 - Hyd

Few Participating organisations from previous years
- Hypercity Retail
- Apollo Munich Health Insurance
- Asian Paints
- L’OREAL INDIA
- ICICI Bank
- Larsen & Toubro Ltd
“A great opportunity for executives to focus on turning business plans into reality.”

C Velumani,
Chairman, CRI Pumps Pvt Ltd

Being part of the ISB CEE Alumni makes business sense

ISB CEE has a strong alumni community of more than 22,000 business leaders, senior professionals and entrepreneurs. Participation in CEE programmes makes you a part of this elite and vibrant community and gives the opportunity to network with high-achieving peers across diverse industries. CEE alumni gain exclusive access to premium learning events, including speaker series, conferences and learning sessions.
• Offers organisations the basis for more effectively investing in learning and development
• Ensures the application of learning in the workplace
• Facilitates impact measurement of the applied learning in the organisation