Create and deliver value with an integrated approach to strategy

STRATEGIC THINKING

December 07 - 10, 2019
ISB, Hyderabad Campus
Create and deliver value with an integrated approach to strategy

**Strategic Thinking**

Whether you are responsible for a global business unit or a product line, you must be able to constantly identify strategic avenues for creating and sustaining competitive advantage. Leaders are aware that there’s no one strategic lever, and there’s no one-size-fits-all approach to strategy formulation and execution. Successful leaders always maintain their company’s competitive edge by considering multiple scenarios - both internal and external - before they adopt the levers to drive innovation and rapid improvements. With the pace and proliferation of digital-first businesses, leaders must take an integrated approach to strategy – one that helps evaluate different scenarios simultaneously and craft strategies from an inside-out perspective to create, capture and deliver value.

**Programme Details**

December 07 (9.00 am) - 10 (5.00 pm), 2019 - ISB, Hyderabad Campus

**INR 2,00,000 plus GST @ 18%**
Fee includes food and accommodation at the ISB campus or at an equivalent facility based on availability
About the programme

This 4-day programme introduces executives to current tools in strategic analysis, market analysis, profit drivers and functional strategies. Interactive discussions on real-world business challenges that they have faced will help the group learn from collective experience, gather insights and predict future trends that can impact them. Designed to help companies enhance their strategic depth, this programme prepares you to lead a smarter, more agile and innovative organisation that can adapt to new realities and thrive in a highly competitive business landscape. With the right-thinking frameworks and tools to leverage your organisation’s competitive advantage, you will be able to craft and execute multi-disciplinary strategies that help deliver incremental value to the business.

The job of strategy is not limited to a few top executives. Strategic leaders are needed throughout our organisations if they are to adapt, innovate and succeed well into the future.

- Forbes Insights

Who should attend?

Senior Managers, AVP, VPs, General Managers, Project Managers and Consultants responsible for executing functional strategy.

Key learning takeaways

- Identify your organisation’s competitive advantage and define its positioning
- Strategic positioning in the face of uncertainty, global competition and new-age businesses
- Learn about the key role of vision and leadership in strategy formulation and execution
- Drive innovation as a key lever for strategic growth and disruption
- Understand how technology is playing a key role in disrupting traditional models
- Learn how strategic alliances and acquisitions can become growth drivers for your business
- Develop capabilities to compete in international markets
Key concepts covered

**An integrated approach to strategy**
Explore the fundamentals of strategic thinking and understand how to integrate and align disparate strengths and opportunities. Learn to debunk siloed thinking to drive innovation cohesively across the organisation.

**Competitive advantage, positioning and the digital-first world**
There are multiple competitive positions a company can take, each with its relevant trade-off and unique business impact. Learn how to use positioning as a key differentiator while evaluating the impact of competing efficiently in an increasingly connected, digital-first world.

**Assessing growth strategies**
Companies typically hinge their growth strategies on one or more of these factors: innovation, diversification and international expansion. Through case studies and peer-discussion, learn to assess the challenges and opportunities associated with each of these growth strategies and explore how alliances and acquisitions play a key role in redefining your growth strategy.

**Strategy formulation from an inside-out perspective**
More often than not, growth strategies are reactive to external influencers. Learn how to identify internal core competencies while identifying critical gaps in the market to develop strategies that are rigorous, structured and genuine.

**Strategy execution**
Eventually, any strategy needs to be implemented or executed effectively for it to be successful. Making timely and well considered decisions, following up, and devising control systems to motivate people in the organisation are critical steps in strategy execution.

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This programme is for you if you are responsible for the formulation of strategy for your business unit, or aim to gain the strategic skills necessary to grow into a position of greater responsibility. Participants from across industries can gain value from this programme.
Key day-wise outcomes

Day 1
- Strategy: an integrated perspective
- Inside out, outside in perspectives

Day 2
- Platforms and two-sided markets
- Technology disruption and strategic choices
- Innovation and Blue Ocean strategies

Day 3
- Growth through acquisitions
- Strategic diversification
- Globalisation challenges

Day 4
- Global strategy and innovation
- Global strategy: an integrated perspective
- Strategy and execution
How this programme benefits organisations

• Nurture leaders who will enable your business to thrive in a fast-changing business landscape
• Involve leadership in devising new models of inorganic growth
• Develop internal capabilities to compete in global markets
• Debunk siloed thinking and develop an integrated approach to strategy

How this programme benefits individuals

• Learn how to apply critical thinking to business ideas and action plans
• Understand the importance of positioning to create disruptive growth models
• Learn to create strategies for conducting business across geographies
• Learn to create, capture and delivery value consistently

“Definitely a must for business heads across industries, to help lay the foundation of strategic analysis for success”.  
- Nilanjan Roy, Business Development, Cigna TTK Health Insurance
Faculty

U Srinivasa Rangan

Dr Rangan holds the Luksic Chair Professorship in Strategy and Global Studies. His core areas of teaching and research consulting include strategy, globalisation, alliances and entrepreneurship. His qualifications include a DBA, Harvard University, Graduate School of Business Administration; MBA, IMD International Management Institute; MS, The London School of Economics and Political Science. He has held research and faculty positions at IMD, Harvard Business School (HBS) and Tulane University, where he received the Howard Wissner Award for Outstanding teaching. He has also received various other awards for teaching excellence and scholarly. His current research deals with globalisation of emerging market firms, evolution of industries and firm-level strategies and entrepreneurial ecosystems of countries.

Dr Rangan has been a consultant and designer-cum-deliverer of top notch executive programmes for reputed firms. He has taught in sought-after programmes worldwide and co-authored several books. His first book - Strategic Alliances: An Entrepreneurial Approach to Globalisation - has been ranked among the top 30 business books (1995) in U.S and Europe.
How to apply

Download the application form at [www.isb.edu/cee/apply](http://www.isb.edu/cee/apply) and follow the mailing instructions mentioned therein (or)

Write to us at [execed@isb.edu](mailto:execed@isb.edu) (or)

Call us on +91 40 2300 7041/42

For further information about the programme, visit [www.isb.edu/cee/ST](http://www.isb.edu/cee/ST)

Write to us to know more about the benefits of being a part of the CEE Alumni community.