



STRATEGY

STRATEGIC THINKING AND EXECUTION FOR TOP MANAGEMENT

DEC 9 - 11, 2014

Real Results through Learning

✚ Strategic Thinking and Execution for Top Management

Effective execution is often the ‘missing link’ between having a good strategy and exhibiting good performance. This programme focuses on understanding the key elements of strategy and examining how companies can align the different elements of their organisational architecture to successfully execute that strategy. The programme will also look at the current level of a company’s execution capabilities and explore ways of developing it to a higher level through short-term and long-term actions. As a participant, you will learn the skills needed to bridge the gap between strategy formulation and strategy execution.



✚ About the programme

The programme consists of two broad parts:

- The first part shall provide frameworks and practical tools needed to formulate strategies that help companies achieve competitive advantage and growth on a sustainable basis
- The second part of the programme will examine some of the primary obstacles companies face in executing the strategies they have formulated, and provide an overview of the main organisational elements that companies must address to implement their strategies effectively
- Participants in the programme will use case studies, caselets, videos and collaborative exercises to appreciate the principles and drivers of effective strategy formulation and execution

✚ Who Should Attend

This programme is designed for any top leaders responsible for the formulation and execution of strategy in their organisations, including CEOs and strategic business unit heads.

✚ Programme content

Strategic Thinking: Understanding and leveraging the frameworks

- The Porter and the Hambrick/Frederickson Frameworks
- Core Competence
- Blue Ocean Strategy
- Disruptive Innovation

Rethinking Your Business Model

- The dimensions of business models
- Designing a business model
- From business model to business reality

Strategic Entrepreneurship - how to have a Value Creation Mindset for Effective

Strategy Execution

- Culture of execution
- Stakeholder management
- Importance of communication
- Crisis management

✚ What you will gain

- 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

✚ Faculty

Dr. Shailendra Raj Mehta is visiting professor at the Indian School of Business, Hyderabad and at the Indian Institute of Management, Ahmedabad. He is also the Academic Director of Duke Corporate Education. Prior to that he taught Economics and Strategic Management for 16 years at Purdue University.

He has done extensive research in the areas of Entrepreneurship, Industrial Organisation, Information Economics and Experimental Economist. His research was the subject of a full-length review by the Economist. He has also done

ground breaking work in the area of Synthetic Economies by creating the most comprehensive framework for agent based research using a combination of human and artificial agents. This technology, called SEAS, or Synthetic Environments for Analysis and Simulations, has been used by various public and private sector agencies as well as by researchers in Economics, Management, Computer Science and Psychology. The technology is currently being used to model Homeland Security Issues worldwide and has been adopted as a standard by the US government. He has been on nearly two dozen doctoral dissertation committees.

He is also an award winning teacher, having successfully taught undergraduate, masters and doctoral students. He has been awarded one of Purdue University's highest awards, the Class of 1922 Award for Teaching, Innovation and Helping Students Learn.

For six years he led Purdue's Entrepreneurship Initiative as part of which he organised the flagship Entrepreneurial Competition and in the process worked with over two hundred teams of students on their business plans, several of whom went on to get venture funding. The programme that he set up was rated among the top five such programmes in the world.

Over the years, Dr. Mehta has consulted with and taught senior executives at Black Management Forum of South Africa, IBM, Eli Lilly, Genpact, Honeywell, Infosys, Lockheed Martin, Medtronic, Microsoft, P&G and PricewaterhouseCoopers among others. He has conducted long range scenario planning, envisioning and simulation exercises with a wide variety of executives in government and in industry.

Programme fee

Rs. 3,50,000 plus 5% WHT
with following discount offering

- 10% Discount for 2 or more than 2 participants from the same organisation
- 15% Discount for 5 or more than 5 participants from the same organisation

Fees includes ISB & IBA joint workshop certificate, course material, lunch, refreshments and business networking dinner.

Only the participants will be allowed for the duration of the programme. Spouse, family and staff will not be permitted to join the participants.

Venue: Center for Executive Education, IBA City Campus, Karachi





✦ About the ISB

The Indian School of Business (ISB) is a research-oriented independent management institution that grooms future leaders for India and the world. Its association with the Kellogg School of Management, The Wharton School, MIT Sloan School make it one-of-a-kind in Asia. The school offers a one-year full-time Post Graduate Programme (PGP); short-duration, high-powered Executive Education Programmes for middle and senior-management and CXOs; a 15-month part-time Post Graduate Programme in Management for Senior Executives (PGPMAX) and a 5-year Fellow Programme in Management, the doctoral offering. The original and distinctive research of our faculty members ensure that our programme content is contemporary and global in its perspective, and develops our students' understanding of modern management opportunities and challenges.

✦ About CEE at IBA, Karachi

The Center for Executive Education (CEE) at IBA, Karachi actively responds to the needs of corporate, public and non-profit organisations and undertakes the required activities on an expanded scale.

The Center aims at helping organisations gain competitive advantage by developing their most important resource - their people. It is a nucleus for activities that enhance organisational effectiveness through training working professionals in various disciplines, and equipping them with the tools and knowledge to improve their managerial skills. The programmes offered are designed to strengthen the participants' leadership skills with a focus on personal development, productivity improvement and strategic thinking.

The Center for Executive Education is a state-of-the-art learning and training resource center. It focuses on developing managers and providing opportunities for refining the skills needed to succeed in today's business environment. The Center specialises in executive education and management development activities through open-enrolment workshops, client-specific programmes, consultancy customised diploma programmes and applied research.



Real Results at the Indian School of Business

At the ISB CEE, we believe learning doesn't stop with the classroom. Which is why, we have designed programmes that help participants apply classroom learning to their business challenges. This real-time intervention enables participants to stay relevant in a dynamic business scenario, and the organisations to stay continuously competitive. We call this Real Results, where application is often as vital as the learning itself.



Center for Executive Education
Institute of Business Administration (IBA)
City Campus. Off Garden Road, Karachi - 74400.
Ph: (92-21) 3810 4701 (Ext. 1804, 1805, 1807)
Fax: (92-21) 3810 3008, Email: ceeinfo@iba.edu.pk
www.cee.iba.edu.pk