

**IBA**

Institute of  
Business Administration  
Karachi



*Leadership and Ideas for Tomorrow*

April 18 to 20, 2018  
Time: 9:00 am to 5:00 pm  
Venue:  
CEE @ IBA,  
City Campus



# Strategic Thinking and Execution for the Top Management

**IBA CEE**

Center for Executive Education  
Institute of Business Administration

[cee.iba.edu.pk](http://cee.iba.edu.pk)





## Introduction

Effective execution is often the 'missing link' between having a good strategy and exhibiting good performance.

This program 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 program 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.

The program 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 program 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.

## Topics Covered

- **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**
  - Effective Strategy Execution
  - Culture of Execution
  - Stakeholder Management
  - Importance of Communication
  - Crisis Management

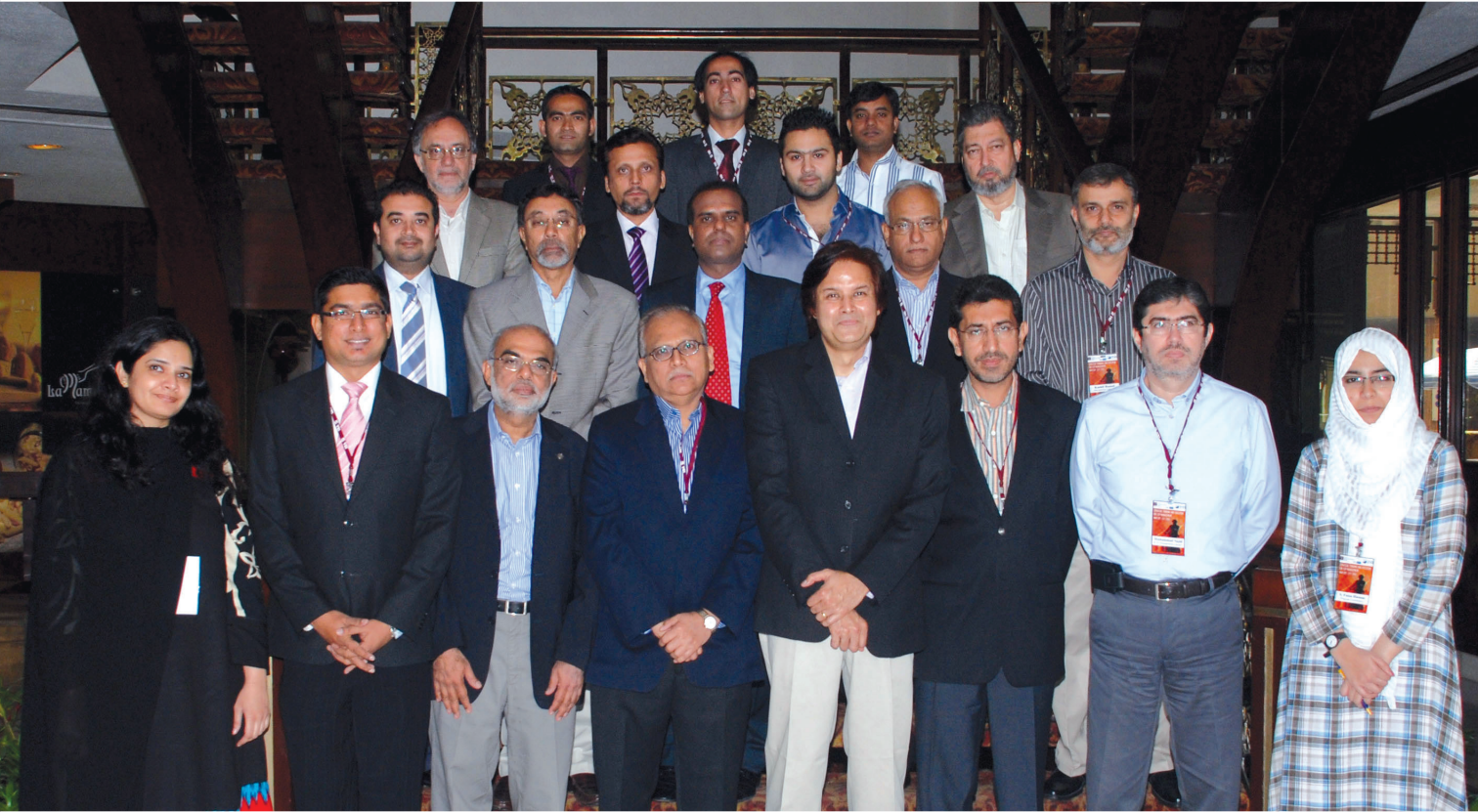
# Learning Objectives

- 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

# Who should attend?

This program is designed for any top leaders responsible for the formulation and execution of strategy in their organisations, including CEOs and Strategic Business Unit Heads.



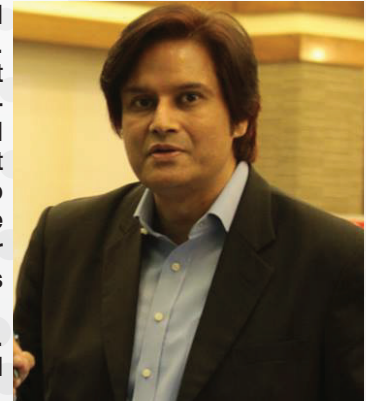


# Faculty

## **Dr. Shailendra Raj Mehta**

Dr. Shailendra Raj Mehta is the President and Director, MICA, Ahmedabad and Distinguished Professor for Innovation and Entrepreneurship at MICA. Before joining MICA, he was the Chairman of the Board of Management at Auro University where he served as Acting Vice Chancellor and Distinguished Professor of Strategy and Provost/Vice Chancellor of Ahmedabad University. After a 16 year stint at Purdue University where he taught Economics and Strategic Management, he returned to India in 2006-07 to head the collaboration between Duke CE (Duke University's Corporate Education Arm) and IIM-Ahmedabad as Regional Managing Director for India, West Asia and the Middle East and as Visiting Professor of Business Policy at IIM-Ahmedabad.

He has his Bachelor's and Master's degrees from Delhi University (St. Stephen's College and Delhi School of Economics, respectively), M.Phil from Balliol College, Oxford, and Ph.D. from Harvard.



Dr. Mehta has done extensive research in the areas of Entrepreneurship, Industrial Organization, Information Economics and Experimental Economics. His research was the subject of a full-length review by The Economist. His work on creating world class universities has been discussed around the world and profiled in over ten languages including Chinese, Russian, French, German and Arabic among others.

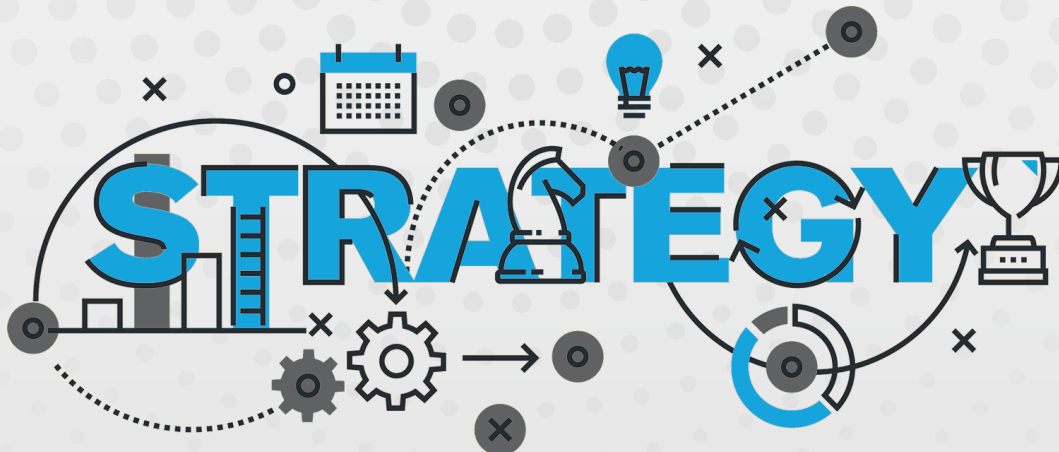
He has also done ground breaking work (along with Dr. AlokChaturvedi) in the area of Synthetic Economies by creating a comprehensive framework for agent-based research using a combination of human and artificial agents. The technology is currently being used worldwide to model Homeland Security Issues. To commercialize the SEAS technology, in 1999 he founded (along with Prof.AlokChaturvedi) SEAS LLC which in 2001 morphed into Simulex Inc., a successful high-tech company in Purdue Technology Park.

Dr. Mehta has authored and co-authored several proposals that brought in over nine million dollars of research funding to Purdue University from the National Science Foundation, 21st Century Fund, Microsoft, Intel and others. He has been on over 25 doctoral dissertation committees. He is also an award winning teacher, having successfully taught undergraduate, master's 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 organized 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 program that he set up was rated among the top programs in the world.

Over the years, Dr. Mehta has consulted with and taught senior executives worldwide including executives from North America, Europe, Africa and Asia (including CEOs in Pakistan). The companies that he has worked with include Bharat Petroleum, Black Management Forum of South Africa, Eli Lilly, Genpact, Honeywell, IBM, Infosys, Lockheed Martin, Medtronic, Microsoft, P&G, Price Waterhouse Coopers, State Bank of India and the Tata Group, among others. He has conducted long-range scenario planning, envisioning and simulation exercises with a wide variety of executives in government and in industry.

He has been a member of numerous high-powered committees convened by the Government of India. He has conducted several programs for senior civil servants including IRS, IFS and IAS officers, including one for all Secretaries to the Government of India. According to a recent paper by Sahoo, Singh, Mishra and Sankaran (2015) from IIM-Bangalore and XIM- Bhubaneswar, in terms of the global impact, he is rated as one of the top researchers in the field of Strategy in India.

At IIM-Ahmedabad he continues to teach a popular course on Strategy Execution and the Art and Science of Creating High Performance.









## Program Fees

**PKR 350,000/-** per participant (+5% WHT - Education)

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

25% Discount to IBA Alumni

Fees includes certificate, course material, lunch, refreshments and business networking.

### **For further details:**

Center for Executive Education (CEE)

Institute of Business Administration (IBA),

City Campus. Off Garden Road, Karachi-74400.

Tel: (92-21) 38104701

Ext. 1804, 1809, 1812

Fax: (92-21) 38103008

Email: [ceeinfo@iba.edu.pk](mailto:ceeinfo@iba.edu.pk)

