

Programme Director

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Dates : 24–26 July 2017

Fee : ₹ 34,000/-
(US \$ 1495) +
Applicable Service Tax

DRIVING PERFORMANCE THROUGH STRATEGIC INITIATIVES

Programme Overview

Strategic initiatives are the ways through which an organisation translates its vision and goals into reality. Companies need to systematically build a portfolio of strategic initiatives to sustain in value creation for stakeholders. Such initiatives need to be aligned with the company's top priorities and should be developed based on holistic assessment of business performance, environment and opportunities through a combined framework of foresights, insights and cross-sights. The pressure to execute strategic initiative well is often very high due to their critical nature. This programme presents a framework for analyzing the firm's basis of competitive advantage and environmental factors influencing firm's strategic choices. Subsequently, it guides participants to consider the implications of different sources of competitive advantage in shaping the strategic initiatives for the firm and executing them successfully.

Impact

- ◆ Improve core analytical skills required for approaching business performance challenges holistically
- ◆ Gain insights into what drives successful execution of strategic initiatives
- ◆ Apply design thinking principles to solve business problems—learn effective ways of designing teams, business operations, change management initiatives, and organisational structures and culture
- ◆ Create a compelling vision for your initiatives and tie your initiatives to your organization's overall strategy
- ◆ Learn to execute a multi-stakeholder implementation plan

Participant Profile

Mid- to senior-level executives with at least 12-15 years of work experience, and a minimum of 5 years of managerial experience - from companies of any size, any industry, and any country will find this programme valuable for professional development.