

Programme Director

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

STRATEGIC AGILITY UNDER UNCERTAINTY

Programme Overview

The conventional approach to strategy involves predicting the future state of the organization's business and thus often leads executives to underestimate uncertainty. Such act leads to strategies that neither defend the firm in a volatile situation nor take advantage of the opportunities that these uncertainties might provide. In addition, if managers find that traditional analysis do not give them a sound strategy, they may abandon the analytical rigor of their planning process altogether and base their decisions on gut-feel, leading to ad-hoc behavior, which is equally undesirable.

Strategic agility is a complex, varied construct that can take multiple forms but captures an organization's ability to assess uncertainties better as well as pursue flexible, nimble and dynamic capabilities without losing organisational purpose. In addition, an agile organisation attempts to influence the external factors driving changes in business environment to its advantage. This programme allows participants to review and analyze different uncertain conditions and guides them to arrive at a game plan for strategy development in such situations.

Impact

- ◆ Develop skills to assess uncertain business environment
- ◆ Understand the elements of contextual, behavioral and cognitive resilience
- ◆ Learn how organisational resilience leads to strategic agility and sustained superior performance
- ◆ Improve ability to drive strategy implementation
- ◆ Gain expertise in a new set of tools to use in decision-making in volatile situations

Participant Profile

Practicing senior managers and general managers with exposure and experience in strategy development activities in their respective organisations will find the programme valuable.