



Adopt a values-based
approach to success

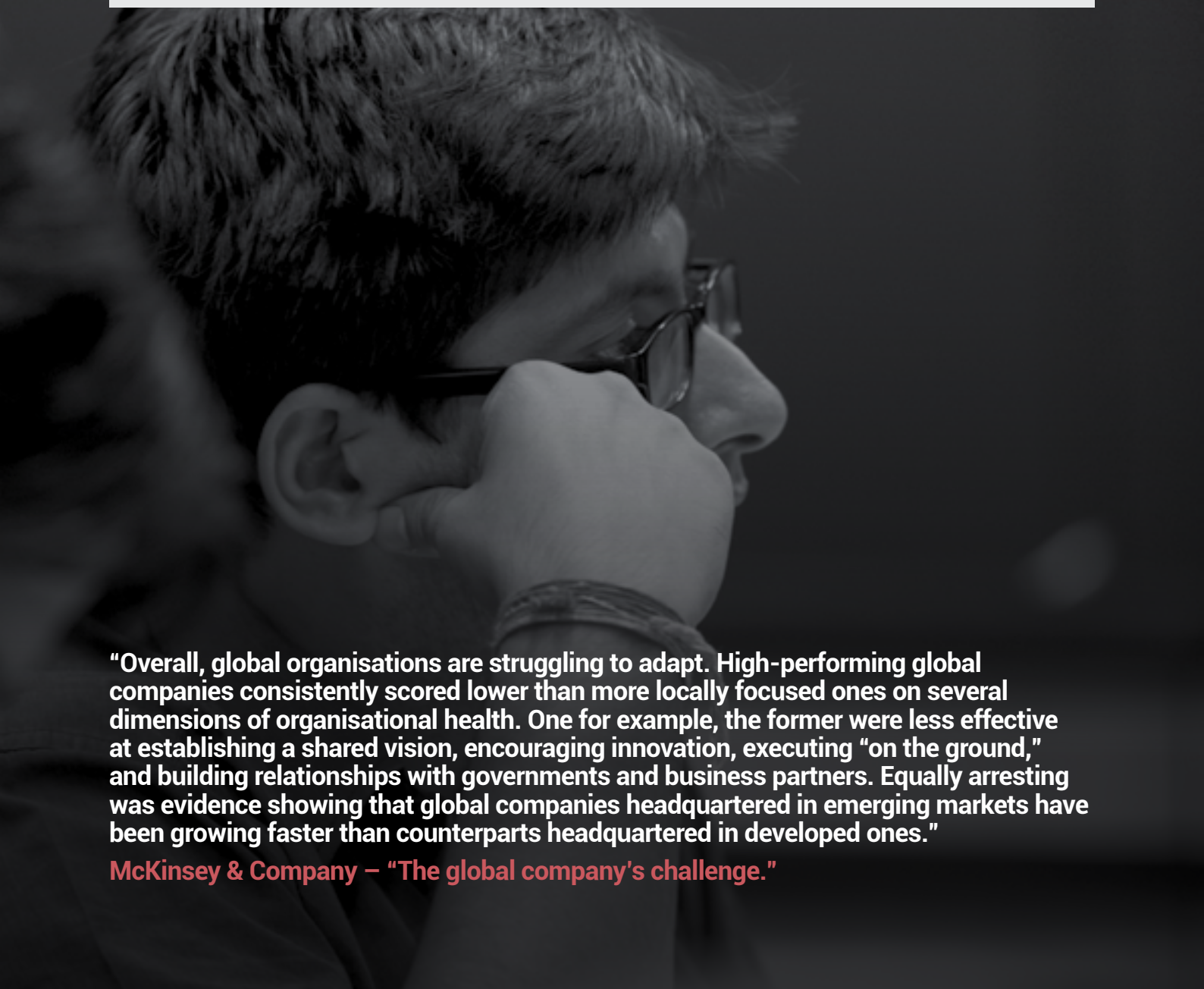
GLOBAL STRATEGY PROGRAMME

JULY 27-31, 2018
HYDERABAD

Global Strategy Programme

Adopt a values-based approach to success

As the world has shifted from the globalisation of countries to the globalisation of individuals, organisations must focus on how to transform each individual's performance – to align with global standards and find an edge in the global context. Organisations driven by strong, clear, and cohesive values and cutting-edge strategies are well set on the road to success, both locally and globally. From the customers who engage with the business, to the people who drive its success, every stakeholder is impacted by the organisation's value system, since this shapes a company's vision, mission and strategy. The promise of this particular programme is to equip you with relevant strategic approaches, tools and road-maps imperative in today's dynamic business climate and to help you lead change.



"Overall, global organisations are struggling to adapt. High-performing global companies consistently scored lower than more locally focused ones on several dimensions of organisational health. One for example, the former were less effective at establishing a shared vision, encouraging innovation, executing "on the ground," and building relationships with governments and business partners. Equally arresting was evidence showing that global companies headquartered in emerging markets have been growing faster than counterparts headquartered in developed ones."

McKinsey & Company – "The global company's challenge."

About the programme

The Global Strategy Programme is designed to give top and senior leaders a sense of purpose and help define strategic perspective for their businesses. Through a mix of case studies, real-world analysis, peer discussions, and interactive activities, you will discover how your character traits influence the behaviour of the teams you work with. Special emphasis will be ascribed to creating a sustained winning edge, using values, incisive strategies, shared vision and purpose as business advantage. This programme will help you develop a personal roadmap to transform your success in India and globally.

Key concepts covered

- Become familiar with research-based, global frameworks that will contribute to strategy formulation and implementation
- Explore concepts and skills associated with successful business endurance, evaluating business models and new opportunities
- Create a positive environment and inspiring direction for all stakeholders

Purview of GSP

Underlying elements of Globalisation

**Countries
Globalisation
(1.0)**

The start of the open, boundary-less world of business



**Companies
Globalisation
(2.0)**

How to transform business and organisational performance



**Individual
Globalisation
(3.0)**

How to transform individual performance

Market-creating innovation deserves special attention not only because of its revenue-creating potential but also because of the greater challenge that it presents to management. If a firm is limiting its strategic thinking to what is happening in the C-Suite it is unlikely to succeed. To be successful, it will need to draw on the all the talent it can find-both inside and outside the organisation.

Steve Denning (Forbes) - "What is Strategic Agility?"

Who should attend?

- Top and Senior Executives involved in the development of business strategy, CEOs, heads of enterprises, business units, functions, strategic planning, etc.
- Senior Executives of large and medium sized enterprises who are or will be responsible for strategy execution in their firms.
- Executives who are responsible for competing in global markets

Levels

SENIOR | TOP MANAGEMENT

What will you learn

Macroeconomic Factors Impacting Strategy

Discover how the macroeconomic environment impacts corporate decision-making and moderates strategic perspectives for top management.

Strategic Thinking and Analysis in the Global Context

Explore the influence of emerging new markets, changing business environments and new challenges, and how organisations need to think globally and adopt long-term strategic orientations.

Strategy Formulation, Evolution and Execution

This module focuses on the process view of strategy: its formulation, evolution and implementation.

This programme is for you if you recognise the value of adopting today's strategies in an environment of globalisation and shifting paradigms that dictate strategic thinking and approach. You are someone who questions status quo, shifting out of your home context and comfort zones to lead change in today's business climate.



Key day-wise outcomes



- The macroeconomic environment and business decision-making in India
- Identify the strengths of the Indian economy, key macroeconomic indicators and cross country perspectives
- Industrial environment, sectorial development and corporate climate
- The political and legal environment
- Growth and regional imbalances, fiscal and monetary policy



- Value creation, delivery, and capture; positioning; and competitive advantage
- Globalisation of industries, competitive dynamics, strategy evolution
- Strategic logic of acquisitions, managing acquisitions



- Strategic logic of alliances, evolution of alliances
- Developing a global strategy, learning from past, market access, and resources access
- Strategising and organising for the world, global efficiency, national responsiveness, and innovation
- Linking strategy and capabilities, building capabilities, linking strategy and execution



- Making a strategic decision
- Taking your strategy global
- Changing strategy
- Application of the day's concepts to participant companies



- Evolving strategy
- Changing strategy 1
- Changing strategy 2
- Summary & conclusions

Faculty



Amir Ullah Khan

teaches at ISB's CEE and at the Foreign Service Institute of the Ministry of External Affairs, Government of India. He is a Policy Advisor to the Copenhagen Consensus and the Bill and Melinda Gates Foundation.



U Srinivasa Rangan

holds the Luksic Chair Professorship in Strategy and Global Studies at Babson College. His teaching, research, and consulting activities are in the areas of strategy, globalisation, alliances, and entrepreneurship.



S Venkataraman

is a MasterCard Professor of Business Administration at the University of Virginia, Darden School of Business and teaches MBA and executive-level courses in Strategy, Entrepreneurship and Ethics.

Programme details

July 27 (9.00 am) - July 31 (5.00 pm)

Venue: ISB Hyderabad

INR 2,50,000 plus GST @ 18%

Fee includes food and accommodation at the ISB campus or at an equivalent facility based on availability

How to apply

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

Write to us at execed@isb.edu (or)

Call us on +91 40 2300 7041/42

For further information about the programme, visit <http://www.isb.edu/cee/dgslp>



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