

# STRATEGY AND LEADERSHIP IN VUCA WORLD

## Introduction

In today's volatile, uncertain, complex and ambiguous (VUCA) world, it is important that employees at managerial and key leadership positions understand the strategic thinking in firms - right from scanning the competitive environment, to aligning the mission of the firm to meet stakeholder expectations. Today, firms need to lead, formulate and execute strategies effectively to deliver business excellence and customer delight.

During the session, participants would be immersed in both the theory and practice of strategy development, leadership, design thinking, innovation and business excellence. The participants will be exposed to some of the world class tools and case studies that are being used to enhance strategic thinking and ethical leadership. The business excellence framework will provide a holistic and comprehensive view of an organization and its business environment. The program is designed to inculcate an innovative mindset for solving strategic problems and to identify 'opportunities for growth' for both self and the organization.

## Objectives of the Program

1. To understand the importance of strategic thinking and business model innovation in a VUCA world.
2. To find out one's dominant leadership style and know how to lead into action for getting desired results.
3. To know about business excellence framework and how it can lead to world class performance.
4. Understanding what is blue ocean strategy and know about different tools used for design thinking and innovation

## Pedagogy of the Program

The program includes several learning methodologies, including interactive lectures, case studies, exercises, and experience sharing leading to learning, practice, reflection and retention. The participants will learn the aspects of different tools and techniques for enhancing strategic and leadership effectiveness through an engaging and interactive experiential learning pedagogy (adopted from Harvard Business School).

## Indicative Content of the Program

1. Strategy and Business Model Innovation (VUCA world)
2. Strategic Leadership and Change Management
3. Strategic Leadership and Change Management
4. Business Excellence Framework
5. Blue Ocean Strategy & Ten Tools for Design Thinking

**Program Director: Prof. Rohit Kumar, Prof Swarup Dutta**

**Fees (Per Candidate):Rs 27300+GST (Non Residential-In Campus),Rs 21000+GST(Online)**

**Proposed Dates:September 24 to 26,2020**