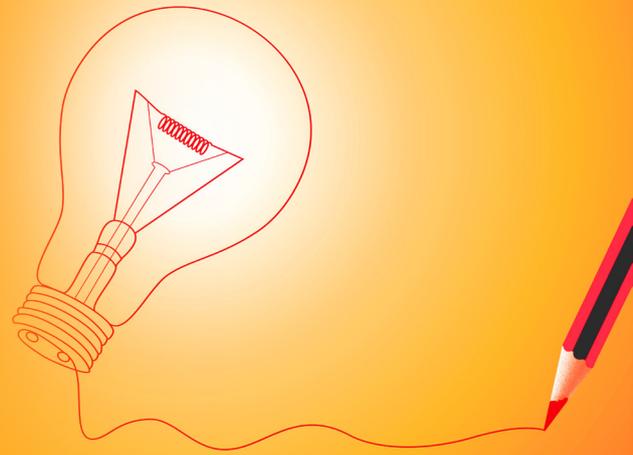


Presented by



STRATEGIC INNOVATION



CONTEXT

In this age of hyper-competition and slow growth, companies are constantly striving to hold on to their current positioning in the market place. The challenge is really testing every organization's intellectual leadership in developing new and innovative ways to compete, since the traditional ways to build market share and grow the same have become somewhat less relevant in the changed business context.

No wonder, most companies are concerned to see the declining utility of traditional bases of competitive advantages to win the market share battle and for gaining customer attention. The search is now on to find new ways to compete that will be valuable to customers and also difficult to imitate. One area where companies are putting a lot of hope for finding new sources of competitive advantages is 'Strategic Innovation' as opposed to product, process or continuous innovation. Importance of understanding the concepts of strategic innovation has of late risen manifold as nonlinear changes, caused by forces of Globalization, Digital technology, Demographic shifts and Regulatory changes, have started impacting industry after industry.

OBJECTIVES

- Provide a complete conceptual perspective on strategic innovation and contextual factors that facilitate such an innovation
- Understand how strategic innovation can be used to gain competitive advantage in the market place.
- Learn from experiences of leading companies in the world about how such leading companies could achieve exceptional breakthroughs by leveraging their strategic innovation capabilities
- Help participants develop an agenda for actions for their respective business units, using the concepts of strategic innovation.



KEY TOPICS

- Changing world of business, concept of 'transient' advantage and Strategic Principles for Competing in the Digital Age
- Concepts of strategic innovation, business model innovation, big bang disruption and 'Technology Innovation' as the backbone for innovation in the Digital Age
- Getting the innovation ideas:
 - Process model for business model innovation and Innovation value chain
 - A framework for getting new business opportunities
 - Transitioning from blank page to insight
 - Transitioning from science into a business
 - The 'Blue Ocean' approach
- Managing the innovation risk through innovating faster, cheaper, Smarter
- Taking on the industry giants through strategic innovation
- Organizational context for to strategic innovation
 - Rules for innovation
 - Identifying the barriers to innovation
- Cases discussions
- Agenda for action
- Tracking the next big ideas: Next What
- Building the context for fast paced innovation before others do



TARGET AUDIENCE

- Business Leaders
- Top Executives and Senior Management
- HR Professionals
- Team Leaders
- Professors & Lecturers
- Consultants and Trainers

METHODOLOGY

Workshop will follow a systematic approach to communication topics from basic skills and principles to more advanced strategies and techniques applied by Business leaders every day. With individualized coaching and constructive peer critique, the course content draws extensively on real-life experiences and focuses on case studies, discussions, inspiring films and practical application of communication skills. Besides helping the participants understand their communication profile, the course will also arm them with useful communication tips and tools such as worksheets, checklists and templates to help them implement what they have learned.

FACULTY



Associated with: IIM Calcutta [1994 onwards], The Strategy Academy [2008 onwards], IIM Ranchi [Visiting:2014-15], IIM Trichy [Visiting:2014-15], Indian School of Business,

Hyderabad [Visiting: 2008-09], Hong Kong University of Science and Technology, Hong Kong [Visiting: 2005-06], Haigazian College, Beirut, Lebanon [Visiting: 1979-80]

Prof Ranjan Das, Chairman – The Strategy Academy, and Professor of Strategy, Innovation, Entrepreneurship and Leadership, has a total 40 years of experience comprising, 20 years in industry during which Prof Das had held such senior positions as General Manager of an MNC and Managing Director of a Joint Sector Company in India, 20 years in Teaching, Training, Research and Consulting at IIM Calcutta and 7 years [beginning January 2008 and overlapping with the assignment with IIM Calcutta] as an Academic and Social Entrepreneur engaged in setting up India's FIRST and only one 100% LIVE DIGITAL Academy named The Strategy Academy [TSA]

Prof Das had written 6 books and many articles and case studies. He is an independent director of a couple of companies in India and advises many companies in India and overseas in the areas of Strategy, Innovation, Entrepreneurship and Leadership.

Date:

5th & 6th Feb 2015

Registration :

9.00 AM to 9.30 AM

Sessions:

9.30 AM to 5.30 PM

Venue:

Hyatt Regency, Sahar Airport Road, Andheri East, Mumbai - 400099

Participation Fee:

INR 30,000/- plus 12.36% Service Tax per Participant

Mode of Payment:

Cheque drawn in favour of "Forum for Emotional Intelligence Learning" should be sent to: FEIL, 204-B, Sumith Samarth Arcade, Arey Road, Goregaon (West), Mumbai-400062.

Fee include Participation, Course Material (Hard Copies), Working Lunch, Coffee/Tea

Nominations, Enquiry and for NEFT Payment:

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ABOUT FEIL

Forum for Emotional Intelligence Learning (FEIL) is a worldwide recognized body in the field of developing quality leadership & Training people in EI abilities. FEIL is a result of dedicated effort of EI practitioners and proponents of Indian academia and industry.

Formed in April 2008, FEIL stands for the core purpose of liberating human potential for a better tomorrow. FEIL aims to establish itself as a world-class association of dedicated practitioners and academicians committed to sustainable development for a peaceful and fulfilling society. It also aspires to leverage education and training to enhance compassionate leadership and promote emotional literacy by incorporating EI in the curriculum. With members profile ranging from industry veterans to academicians, FEIL enjoys the harmonized blend of corporate and scholastic views. (www.ifeil.org).

