



## Inviting Participants for 2 day workshop on “Strategy & Execution”

As part of

### Newly launched “Smart Manager Series”

**Date:** 7th & 8th September, 2017 (Thursday & Friday) Time: 9.30 am to 5.30 pm

**Venue:** BMA Knowledge Enrichment Facility, 9, Podar House, A Road, Churchgate – 400020

## SMART MANAGER SERIES

### Scope

The Smart Manager Series of training programs launched by Bombay Management Association is aimed at providing a comprehensive training support to mid-level managers who are tomorrow’s leaders. The modules are specially designed with concepts from Harvard Business Review, McKinsey and other leading publications bringing to the table deeper insight and values.

**Option 1 is a basket of eight Modules of 2 days each:-**      **Option 2 is a set of 2 modules of 4 days each:**

1. Mastering the Art of Communication
2. Managing Self for Success
3. People Leadership
4. Collaborative Teaming
5. The Next Level Leadership
6. Managing Change
7. Strategy & Execution
8. Decision Making Simplified

Module 1 (4 days) – titled ‘The Effective Manager’  
Module 2 (4 days) titled ‘Leadership - Simplified for Managers’

This two set module has been designed to give a good exposure in one go to senior managers aspiring to become successful in their leadership pursuits and assignments.

### OPTION 1

### MODULE NO.7 - STRATEGY & EXECUTION

### Aim

A successful leader is also a good strategist is an accepted norm but what goes into making a leader a strategy expert is another fact. Effective execution needs a well implemented set of actions. In a competitive uncertain business environment, companies with clear strategic thinking will survive and prosper. The program will navigate participants through three distinct arenas of Strategy Formulation viz. making choices, be prepared for Tradeoffs and choose to be different. It will make tacticians into strategists, soldiers into Generals.

### Learning Objectives

In this program, participants will learn:

1. What is Strategy?
2. What shapes Strategy?
3. To chart out the organization’s future

4. New Business Models
5. The art of differentiation
6. To prepare for the future while competing in the present
7. The Blue ocean strategy and other strategy models
8. To be successful in strategy execution

## Pedagogy

Interactive Learning Sessions, Case Study based analysis and discussion.

## Who should attend?

All professionals who want to be great strategists and master the art of strategy execution.

## Facilitator



**Mr. Shailesh Sheth** is a Corporate Strategy Adviser', Management + Manufacturing Technology. Senior National Consultant, UNIDO, Vienna. 2001-2014. Independent Director in Several Companies, Corporate Strategy Advisor, Endress+Hauser, Switzerland. 1995-2007. Core competencies are strategic planning and implementation, international linkages in manufacturing and marketing, joint ventures and collaborations, mergers.

## Registration Fees

Fee Structure: Rs. 10000/- Per Module (2Days) +18 % GST Tax

- a. Early Bird – 5% Discount
- b. 10% Discount for more than 1 participant
- c. 15% Discount for Members

Cheque / DD in favour of 'Bombay Management Association

## For more details, contact:

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**Note:** During each program, there would be an experience sharing by an eminent speaker from industry, public & Armed Forces who are experts in their respective fields.