



Corporate Programs – Customized

One day top management workshop on ' Strategic and Leadership Challenges During Economic Downturn'

Such workshops essentially act as discussion forums where the top team members discuss critical issues facing their respective businesses and functions with the faculty from The Strategy Academy facilitating the same and also introducing best strategic management and leadership practices as relevant to contemporary business challenges. Normally a one day affair [which can be stretched to two days if necessary], these workshops end with a broad consensus on strategic and leadership issues facing the concerned organization among the top team members and development of an agenda for action during the next 6 to 9 months. Such agenda may indicate the need for strategic intervention at senior and middle management levels that aims to raise the strategic and leadership capabilities and also facilitate execution of strategic directions set by the top team.

These workshops are conducted **face to face workshop** and are facilitated by Prof Ranjan Das, Chief Mentor – The Strategy Academy and Prof of Strategic Management, IIM Calcutta. It costs Rs 125000/- plus service tax for a day's service. Travel related costs are to be reimbursed.

Series of 2.5 to 3 hour ENTERPRISE-LEVEL Intervention workshops

These workshops are conducted over LIVE, 2 way Interactive , DIGITAL platform by Prof Ranjan Das, Chief Mentor – The Strategy Academy and Prof of Strategic Management, IIM Calcutta. The workshops should have participants across functions, levels of management , geographies and SBUs, the aim bring them to " One BIG Picture" [up to 90 participants per workshop is possible]. The objectives will be to [a] provide the participants with an outside-in perspective, [b] open their mind to see the big picture without losing focus, [c] motivate the participants to question conventional approach to address current business challenges and [d] make the participants feel the need to lead and seek the NEXT change before the company actually confronts the change .

The 2.5 hour session can cover the company's current fiscal's business priorities if wished by the company. For a batch of 61- 90, the cost of this service will be Rs 45000/- plus service tax per hour, all 61-90 participants put together . if the batch size is 40 and below, the fee will be 30000/- per hour plus service tax and if the batch size is between 41 to 60, the corresponding figure will be 40000/- plus service tax per hour.

The actual cost will depend on whether the company will be opting for a 2.5 hour or a 3 hour program. Since the program will be delivered through LIVE, 2 way interactive, DIGITAL network, participants can access the live inputs from their offices, or home or from any cybercafé, implying that there will no travelling expenses or misc HR admin expenses for attending the program.

Three Short Duration Programs for Management Development

All three programs delivered through LIVE DIGITAL platform, targeted at 3 different levels of management and which can be offered at the pace the concerned company wants [for example , the company can have such programs delivered at one go or once a week, implying a 3 day program can be delivered over 3 consecutive days or over 3 weeks @ 1 day per week]:

- A 3 day **Advanced Management Program** for VPs, GMs and DGMs covering 5 focus areas viz. Entrepreneurship, Innovation, Strategy, Execution and Leadership. The cost per head will be Rs 20000/- plus service tax. There should be a minimum of 18 participants to run the program exclusively for a company.
- A 3 day **Senior Management Program** on the theme ' Development of Strategic Competencies'. The cost per head will be Rs 15000/- plus service tax. There should be a minimum of 25 participants to run the program exclusively for a company.
- A 4 day **Young Managers Program** on the theme ' Understanding Business Strategy and Development of Managerial Skills to Execute Strategy and Create Value at Work Place'. The cost per head will be Rs 12000/- plus service tax . There should be a minimum of 25 participants to run the program exclusively for a company.

Services to Align Senior and Middle Management Level Officials' Thinking and Actions to the Central Business Direction of the Company

This services are provided through a group of 25-35 senior managers across different SBUs and Verticals, each of whom will take up one business challenge of strategic nature and will resolve the same on-the-job, under the guidance of The Strategy Academy , after attending 20 to 30 hours of formal learning cum transformation session over the LIVE, 2 Way Interactive , DIGITAL platform. The content of these 20-30 hour session will be finalized after discussion with the concerned company and timings of various sessions will also be decided on the same basis. As mentioned before, there will be no traveling on the part of participants to attend these programs nor there will be any ;HR admin cost to conduct this program.

The on-the-job projects will need to be completed within 8 weeks after the formal sessions are over. The projects will be selected by the superiors of the participants and will also be evaluated by them [this is recommended to ensure accountability of both superiors and the participants].

For this **comprehensive learning cum strategy execution services**, the fee will be Rs 30000/- plus service tax per hour of formal learning session over the LIVE DIGITAL platform for the entire batch of 25-35 participants; the exact cost can be calculated by multiplying the number of hours of formal learning sessions the company wants [minimum 20 and maximum 30 hours]. In addition, an amount of Rs 6000/- plus service tax per participant per project to be guided by the Academy.

Company-Branded Post Graduate Program in Management, Strategy and Leadership [PGPMSL]

This Company-branded PG Program, which will span over 12 months, will have 18 subjects, 315 hours of live sessions over LIVE DIGITAL platform [@ 7.5 hours of session per week on Monday evenings(2.5 hours during 5 to 730pm) and Saturday (5 hours from 2pm-730pm) , 315 hours of self study, 2 take home assignments per subject, 1 face to face examination per subject and 1 dissertation. The rigor can be changed depending on company's own requirements. The program, which will be ideal for talent development and retention, can be run exclusively for the concerned company provided there are minimum 50 participants.

The fee per head for this One Year program will be Rs 100,000/- per head plus service tax. The certification will have the company's printed and branded as " ...[Company name] Post Graduate Program", powered by The Strategy Academy.

To know more about the programs

Kindly contact Prof Ranjan Das (Chief Mentor of the Strategy Academy and Professor of Strategic Management at Indian Institute of Management Calcutta) for delivering customized program designs.

For contact -

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