



# The Strategy Academy

**Re-thinking** the Capability Building Process

Success for All Powered by

**T**ransformation | **S**trategy | **A**ction

**What does the LOGO communicate?**

- **T**: It stands for TSA's belief that without TRANSFORMATION of Cognitive Skills and Mindset [comprising beliefs, attitudes, and values], individuals and their organizations will be failing to come up with contextually right strategies and action plans required for achieving SUCCESS
- **STAIRCASE**: It stands for TSA's commitment to facilitate steady progression towards specific goals set by an individual and his/ her organization, resulting in achieving the SUCCESS they truly desire.
- **THE 5 "I" – 5 VERTICAL COLUMNS**: These are essential for achieving SUCCESS [Left to Right]:
  - I [extreme left]: Idea
  - I [second from left]: Innovation
  - I [at the center]: Integrity
  - I [second from right]: Initiatives
  - I [extreme right]: Impact [above a threshold level]
- **RED COLOUR OF "T"** Communicates Energy and Passion that results from TRANSFORMATION
- **DARK BLUE COLOUR OF 5 "I"**: Reflects Elegance, Trust, Intelligence, Tranquility and Calmness, resulting in Confidence required to achieve SUCCESS
- **GOLDEN COLOUR OF STAIRCASE**: Indicates the nature of path of progression that TSA wishes the organizations and individuals, associated with TSA, to follow for achieving SUCCESS: Illumination, Love, Compassion, Courage, Passion and Wisdom
- **TSA**: The Strategy Academy = **T** + **S** + **A** = **T**ransformation + **S**trategy + **A**ction = SUCCESS

Technology -enabled  
**TOTAL SOLUTION**  
for Capability Building:

**Smart Learning & Transformation Solution [SLTS],**  
The **Complete** Transformation Solution

## KEY FEATURES

- 100% LIVE and 2-Way Interactive with Streaming Audio and Video
- Accessible from ANYWHERE through PC, Laptop, Smartphone, and Tab
- Special emphasis on learning efforts put OUTSIDE faculty conducted sessions
- Recording of 100% LIVE sessions will be available 24x7
- Online examinations and quiz

**CATEGORY I:** Strategy & Leadership Programs

**CATEGORY II:** Functional & Technical Programs

**CATEGORY III:** Technology Appreciation programs

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