

SPECIAL MANAGEMENT PROGRAM

INNOVATION
&
STRATEGY

KAIHAN

KRIPPENDORFF

IDEAS | STRATEGY | PROCESS

FEB 25, 2008 BANGALORE
FEB 26, 2008 DELHI
FEB 29, 2008 MUMBAI

CLIENT TESTIMONIALS

" [Your Workshop] helped us reveal creative new strategies for overcoming a business challenge we had been facing for some time. "

- **Jooanna Popper, DHL**

" In today's ever-changing environment at Delta, your refreshing approach to business strategy is welcomed. "

- **Jane Hubbard, Delta Airlines**

" I am amazed by the results you created with our group. "

- **Douglas Stein, Kellogg School of Management**

" [Your approach] can lead a strategist to conceive of competitive options that might not have been otherwise considered. "

- **David Wenner, former Director of McKinsey & Company**

" The Art of the Advantage offers a timeless strategic playbook. "

- **Paul Winslow, Director of Strategy, Toys "R" Us**

" The Art of the Advantage will become your strategic compass. "

- **Colleen Brown, EVP Business Development, Belo Corp.**

" The 36 stratagems bring a fresh breath of real creativity borrowed from thousands of years of wisdom. "

- **Yale School of Management**



KAIHAN KRIPPENDORFF

Kaihan Krippendorff is the author of *"The Art of the Advantage"* (Thomson TEXERE 2003) and the President of The Strategy Learning Center, a business education firm. A former consultant with *McKinsey & Company*, Kaihan has held various senior management positions in the consulting, investment banking, and retail sectors. He serves large and medium-sized companies including *Microsoft*, *Fidelity*, and *Pfizer*. He holds an MBA from *Columbia Business School* and *London Business School*, a BSE in Finance from the *Wharton School of Business*, and a BSE in Engineering from the *University of Pennsylvania's School of Engineering*. He lives in Miami, Florida.

He helps organizations outthink their competition by showing that our typical problem-solving approaches unnecessarily limit our options and that, by adding a fundamentally different, creative approach to our toolkits, we can more consistently see "winning moves" that our competitors ignore. He blends the disciplines of competitive strategy, innovation, cognition, and Eastern philosophy to build strategic creativity throughout organizations.

Program

An Intensive and Highly Interactive Learning Program for Leaders of Team and Organizations

Outthink the Competition One-Day Agenda

8:00 - 8:30 - Registration

8:30 - 9:00 - Keynote & Welcome Address

9:00 - 10:00 - Kaihan's Presentation

RAPID CYCLE METHODOLOGY

Over the course of the morning we build a foundation of understanding, by stepping through the entire Rapid Cycle Strategy process, using an engaging, real-world business case. Topics covered include:

Orienting - the power of orienting yourself more quickly than your competition

Starting with "check mate" - adopting the habit of master strategic thinkers to start with a clear vision of the ideal solution

Mapping the game - building a map of your playing field to uncover levers of control

Pattern-recognition - how tap our natural "pattern-based" problem-solving approach to unlock unorthodox strategies

Stratagem selection - asking four key questions to identify 6-10 high potential stratagems for brainstorming

10:00 - 10:15 - Tea / Coffee Break

10:15 - 12:30 - Kaihan's Presentation

Conceive - using stratagems and patterns to generate more options than your competition has

Considering "crazy" ideas - how to rapidly identify top-priority ideas without falling into the trap of killing off innovation

Validating ideas - using hypothesis-based analytical approaches to quickly validate strategies before executing them

Commit - how to align your organization and partners around your new strategy

Observe - vigilantly monitoring results to trigger rapid strategy shifts and adjustments

12:30 - 1:00 - Lunch Break

1:00 - 3:00 - Kaihan's Presentation

APPLICATION

In the afternoon we will apply the methodology and tools covered before lunch to a real, immediate, and pressing business challenge you bring to the session. We will cycle through each of the key steps resulting in the following deliverables:

Challenge definition - a clear, concise articulation of a critical challenge your business faces today including your situation, trajectory, long-term vision, near-term vision, and key metrics by which you define success

10 high-potential stratagems - a personalized list of ten stratagems that hold the greatest potential for unlocking solutions to your challenge

Options - a list of innovative ideas for achieving your vision with greater ease

Prioritization matrix - an map of your options that helps you distinguish those with the potential to deliver the highest benefit with the lowest effort and cost

3:00 - 3:15 - Tea / Coffee Break

3:15 - 4:00 - Ideas, Strategy & Process (*Ideas are Currency of The Future*)

Bangalore

25th Feb'08

Delhi

26th Feb'08

Mumbai

29th Feb'08

Ranjan Malik

Erehwon Innovation Consulting

Parvathi Menon

Erehwon Innovation Consulting

Parvathi Menon

Erehwon Innovation Consulting

4:00 - 4:45 - Ideas, Strategy & Process (*Ideas are Currency of The Future*)

Bangalore

25th Feb'08

Delhi

26th Feb'08

Mumbai

29th Feb'08

K P Unnikrishnan

Director - Marketing, Alliances &
Teleweb Sales, Sun Micro Systems

Subhinder Singh

MD, Reebok India

Ashwin Jaiswal

Head- IT Delivery
(Consumer Wireless Business)
Reliance Comm, Mumbai

4:45 - 5:00 - Closing note

5:00 - 6:00 - Student Session, Kaihan Krippendorff

Speaker Profiles

Ranjan Malik - Erehwon Innovation Consulting, India

Ranjan loves the Latin word *experiri*... meaning to try, to risk, to put to the test, to challenge and to evolve. For him life is a continuous experiment.

In his words, here's how *experiri* works for innovation, "Define your challenge in simple human language; ask unusual, mostly naive questions; string together a childlike story around new amazing possibilities; and *experiri* till you get there!" Simple isn't it? :)

Ranjan is an innovation thinker and practitioner. He has lead and facilitated innovation initiatives in a large number of organizations including Honeywell, Apple, Microsoft, Perfetti, American Power Conversion, Cable & Wireless, Unilever, Manpower, Hero Honda, Ranbaxy, Wipro, Glaxo SmithKline, Bayer, Mahindra Auto, Max New York Life, Bausch & Lomb and Pepsico.

While working on innovation challenges he has created some path breaking methodologies, frameworks and tools that help organizations innovate by design. Some frameworks that Ranjan has designed include:

- The innovation evaluation architecture used in the Forbes Global Applied Innovation Awards, Innovation for India Awards and the Tata Innovation Awards.
- The 3C Spot-Fund-Nurture model used by NABARD (India's National Rural Bank) in the area of Rural Innovation.
- The curriculum for the Orbit-shifting innovation course taught in the top Management Schools of India.
- Insighting and Synthesis methodologies used by some of the leading organizations across the industry spectrum

A dynamic speaker, Ranjan is sought for his unique ability to pick 'under the skin insights', fuse them into principles for the required context and present a compelling message in his characteristic spontaneous style. A rare mix of story-maker and storyteller, he has spoken at diverse forums like innovation conferences, leadership meets, management schools, defence colleges etc.

Prior to getting into innovation consulting and facilitation full time, Ranjan spent a decade in Advertising and Marketing with organizations like J Walter Thompson (JWT), Lintas and Bharti. He is based in Bangalore, India and is currently writing a short book titled 'I Just Maxed The Moment'.

Parvathi Menon - Erehwon Innovation Consulting, India

A Communication Professional with over 12 years of diversified experience including corporate training solutions, communication strategy, new media research and film production, Parvathi has been actively building her repertoire of skills. Transitioning from film and television production, to developing interactive media experiences for web-based applications, she has developed an expertise in interactive, performance-based solutions for global corporate clients.

As a Senior Consultant and Facilitator at Erehwon, Parvathi brings forth her rich and diverse background in the area of innovation. Combined with a passionate and involved communication style, she delivers interactive and insightful sessions. Some of her most recent interventions in the area of Orbit Shifting Innovation include:

- Orbit-shifting interventions with Senior Leadership teams within Bharti Airtel, JP Morgan Chase and Jewelex an International Diamond and Jewelry firm. These highly engaging and intensive workshops are designed to help senior leadership teams define new aspirational goals and innovation strategies for their organizations
- Innovation Capability Building for cross-functional teams within Tata Motors, ITC ITD, Dr. Reddy's Labs, JP Morgan Chase and Bharti Airtel
- Leading result oriented Innovation Missions for Samsung India (SISO) teams and Jewelex
- Delivering Inspiring talks in forums including:
 - A Key Note address on Orbit Shifting Innovation and evaluation of the Best Entrepreneurial Business Ideas at SEMCOM, Gujarat
 - A Key Note address on Orbit Shifting Innovation at Avenues 2006, Shailesh J Mehta School of Management, IIT Bombay

Prior to Erehwon, in her last assignment as Senior Consultant, Customer Solutions Group, with NIIT, she led the design and delivery of customized online learning solutions for clients such as the WorldBank, Walmart, Colgate, Allstate Insurance and Ministry of Defence (UK).

Throughout her career, Parvathi has been looked upon as a leader, with the ability to synthesize, build engaging, insightful client relationships, develop and manage highly motivated teams. Leading global teams and delivering solutions in cross-cultural environments has helped her develop a deep appreciation of the nuances of culture on teams and projects. A highly engaging approach and a passion for pushing boundaries has got her recognition in the several assignments she has handled.

K. P. Unnikrishnan - Director, Marketing, Alliances & Teleweb Sales Sun Microsystems India Pvt. Ltd

As part of Sun India's leadership team, K.P.Unnikrishnan (Unni) holds the dual responsibility of Director, Marketing and Director, Alliances & Teleweb Sales. Unni heads the marketing operations in India and leads a team of alliance sales managers who build strategic partnerships to drive business opportunities for Sun with Independent Software Vendors (ISVs).

In his capacity as Director Marketing, Unni manages all aspects of marketing across the region, be it branding and advertising, communications, product promotions, partners programs, strategic initiatives and developer outreach programs. Unni is also in charge of media and analyst relations. As the head of Alliances and Teleweb Sales, Unni is responsible for strengthening ISV relationships critical to Sun's success in India. His team focuses on growing Sun's revenue stream by strategically engaging global and Indian ISVs and by driving ISV solutions-led propositions. Additionally, he drives Sun's thrust on teleweb sales in India, which includes developing revenue models and implementing business development initiatives. Prior to joining Sun Microsystems, Unni used to head the marketing operations for Parametric Technology Corp (PTC) in India. During his stint at the PTC headquarters in Boston, he played a key role in the company's worldwide re-branding initiative. He has also been involved in some large and strategic program rollouts across the globe.

Unni has been recognized for his marketing abilities at numerous Asia Pacific and Worldwide Award platforms for marketing. Some of his innovative brand campaigns have won nominations (Indian Marketing Awards 05 and FICCI BFADS 06) and industry appreciations. Unni has also been named one of the Top 20 Marketing Practitioners and Visionaries in India by PITCH magazine. In his previous assignments, Unni has worked with Datacraft RPG and HCL Hewlett Packard in the sales function. Unni is a Mechanical Engineer and holds a diploma in Business Administration. He is an avid reader, enjoys listening to music, traveling, and pursues painting in his leisure time.

Subhinder Singh Prem - Managing Director, Reebok India Company

SUBHINDER has been Managing Director of Reebok in India since October 2003. Under his leadership, Reebok has undergone unprecedented growth, with business growing over 6 times in the last 4 years. Reebok is the undisputed market leader with a market share of over 51%. It has been the 'Subsidiary of the Year' for two years. Reebok won the Lycra Images Fashion Award for the Most Admired Sportswear brand of 2007 at the India Fashion Forum. Subhinder believes and has inculcated the spirit of being 'Paradigm Pioneers' in his team and Reebok has been credited with many firsts in the last 4 years. Reebok has pioneered distribution with approx 600 stores in India, a retail footprint which is (3 times the size of the nearest competitor), pioneered the women's business with the first only women sports store and has extended into 'kids' only' sports stores. Reebok has also launched the exclusive lifestyle stores recently and strengthened presence in the sports fashion segment. Recently Reebok opened the largest Reebok store in the world in Hyderabad spread of an area of 15000 sqft. Today Reebok is the largest footwear and apparel brand of the country on course to become a 1200 crore brand in 2008. The tie up with renowned designers like Manish Arora has won Reebok worldwide acclaim. In sports, Reebok is undisputed with over 9 players in the Indian cricket team endorsing Reebok. Subhinder is a very ardent fitness - lover, a marathon runner and an avid reader. He is an alumnus of Shri Ram College of Commerce and a management graduate from IMT- Ghaziabad. He has worked with Reebok for over 13 years prior to which he has had stints in Ranbaxy and Mid East India.

Ashwin Jaiswal - Head- IT Delivery (Consumer Wireless Business), Reliance Comm, Mumbai

Technology & Telecom have always been Ashwin's real passions. He strongly believes that *"Advancements in Communication Technology & its innovative application will keep shaping & defining the direction, speed, content and quantum of most of the advancements in all the other sectors for next few decades. It will keep challenging every small aspect of human life and will continue to lead the transformation of mankind as never before!"*. It is not surprising then that he has spent most part of the 18 years of his professional life pursuing these two passions working with some of the well-known Software, Telecom & Consulting organizations in Germany, UK, Netherlands, France & India in different capacities & roles, from Program Manager, Country Head, GM -IT, Director(Technology) to now Heading - IT Delivery.

Having taken up his current assignment in 2003, today as a HEAD of IT Delivery of India's largest Telecom organization, Reliance Communication, he is responsible not only for providing innovative IT solutions to enable launch of RComm's all new Telecom products & services but also for building IT capabilities to support all aspects of business, surrounding them. Besides this now he is also spearheading RComm's latest IT initiative of designing & deploying of one of India's largest, most complex & fully integrated RETAIL-IT-solution for its 3000+ strong Retail outlets. Prior to joining RCOMM, he had started a joint venture company, catering to development of Innovative Mobile Applications for Media & Entertainment Industry, where he was Director (Technology).

While working with organizations like Viag Interkom (now O2 - Germany), D2-Mannesmann (now Vodafone in Germany), Compass (UK), TelFort(Holland), PWC ,US Interactive, French Telecom, Softplus GMBH, Reliance etc, he had got extraordinary opportunities to innovate and adopt latest technology at the time, into multiple Business domains. Over the years, he has had several successes in delivering Ultra large scale IT projects using many path \breaking innovative solutions, architectural designs, methodologies & tools, to support time critical organizational needs. Viag's launch of world's first HomeZone service, Vodafone's acquisition of & integration with, D2-Mannesmann, Compass' complete strategic change over from legacy systems, Reliance's migration from WLL to full Mobility & Reliance's BlackBerry launch are some of the highlights of his career.

An Electronics Engineer and MBA by qualification, he has also done postgraduate Diplomas from NCST & IIT Bombay in Advance computing Technologies. At the age of 38, he lives in Mumbai and is planning to pursue a Ph.D. program soon. Well Known for his Out-of-the-Box, innovative problem solving abilities & team building-motivating capabilities, he is one of the most sought after speakers on Business-IT Integrated Functioning & Bringing Business focus to IT.

General Information

For assistance, please call us at

BANGALORE - Rupali - 09920 822 866

DELHI - Kunjal - 09892 838 970

MUMBAI - Nikita - 09892 838 970

Or call us on +91 22 2683 8412

LIMITED VACANCY

All applications are subject to approval by Knowledge Capital

DATE: 25 Feb, 2008 | **BANGALORE**

VENUE: Taj Residency
Trinity Hall I
41/3 M G Road
Bangalore - 560001
Tel : 080-66604444

DATE: 26 Feb, 2008 | **DELHI**

VENUE: The Ambassador Hotel
Sujan Singh Park,
Cornwallis Road,
New Delhi -110 003
Tel: 011 - 24632600

DATE: 29 Feb, 2008 | **MUMBAI**

VENUE: Taj Lands End
Band Stand
Bandra (West)
Mumbai - 400 050
Tel : 022 - 66681234



Mumbai

2, Ground Floor, Crystal Tower,
Gundavali Lane # 3, Off Andheri Kurla Road,
Andheri (E), Mumbai - 400 069, India

Tel: +91 22 2683-7942 Fax: +91 22 2683-0571

Hyderabad

Suite#304, Vishnu Towers
Whitefileds, Madhapur
Hyderabad - 500 084, India

Chicago

2449, Courtyard Circle
Unit#4, Aurora
Illinois - 60506, USA

Online Media Partner

Academic Partner

Media Partner

News Distribution
Partner

Print Media
Partner

Official TV Partner

Hospitality Partner

moneycontrol.com
INDIA'S NO.1 FINANCIAL PORTAL

AMITY
UNIVERSITY

The
SmartManager

BusinessWire
INDIA
The Global Leader in News Distribution

OUTLOOK
Business

CNBC
TV18
First in Business Worldwide

TAJ
Hotels Resorts
and Palaces