



**36** New Strategies to  
Dominate your Business

**JOIN US**

SEPTEMBER

**15 - 16**

MUMBAI NEW DELHI

Special Management Program with

**KAIHAN KRIPPENDORFF**

Ideas Strategy Process



**Innovation is not an option -- it is a fundamental requisite of survival.**

Throughout history, innovative societies have dominated their less-creative rivals. The first civilizations to adopt a new innovation—the first to embrace agriculture, direct rivers, learn metallurgy, or organize themselves into governments—always gained power over their neighbors, at least for some period of time. Indeed, the ability to innovate has determined life and death, dominance and subservience, winning and losing for as long as man has been concerned with such things.

In the same way, innovative companies dominate their competition. The companies that have created the greatest value, that outperform their peers for any meaningful time span, almost always do so by adopting an innovation more quickly and more completely than their competitors

In his new book **THE WAY OF INNOVATION: Master the Five Elements of Change to Reinvent Your Products, Services and Organization** (Platinum Press, July 2008), Kaihan Krippendorff draws on ancient principles for change to show how companies like Puma, Microsoft, and Whole Foods revolutionize their industries while other would-be innovator like Kodak and TiVo fail to sustain their innovative power. He offers practical tools entrepreneurs, managers and executives can follow in to constantly maintain their businesses on the cutting-edge of innovation.


the way of innovation



**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.

about Kaihan Krippendorff



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

- \* A – Openings v. end-games: why innovative strategists see openings while others see end-game
- \* B – Outthinking in 360 degrees: how great companies make the competition choose not to copy them across all dimensions of the business (from market to human resources to operations)
- \* C – The five phases of strategic game: the phases all strategic games pass through and all strategists must successful play

9:30 - 10:15 Phase I : Establishing discontent: how to quickly establish the discontent requisite for change

10:15 - 10:30 Tea / Coffee Break

10:30 - 1:00 Phase II : the seven most powerful openings: how to use pattern recognition, rather than logic, to conceive of ideas others ignore; we will use the “seven most powerful openings” to create 30 to 200 new strategies for realizing your goals

1:00 - 2:00 **Lunch Break**

2:00 - 2:30 Customized Brainstorm: after surveying the group we will use three additional strategic patterns, chosen to match the group’s current shared strategic situation, to generate additional strategic options

2:30 - 3:00 Phase III : reaching strategic clarity: how to rapidly isolate and focus on the seven strategies with the greatest potential to unlock disruptive growth

3:00 - 3:30 Phase IV : managing breakout: four critical steps to cycling faster than the competition after they enter your game

3:30 - 3:45 Phase V : consolidation: the only three proven sources of sustainable advantage

3:45 - 4:00 Recap and close

agenda

Kaihan expertise reaches across a wide range of industries.

Advanced Praise for The Way of Innovation

"Kaihan, a masterful storyteller and strategist has captured insights of the evolutionary spirit of innovation and entrepreneurship. Kaihan's ability to reflect on history and keenly link to the current business environment displays his rich respect and creativity for businesses. This is a great read for those who love the game of strategy."

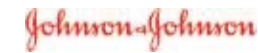
Melinda Large, Regional Director-Americas, People Wal-Mart"

"This book provides something that is beyond the pale of many writings on innovation. It offers an extremely novel, fresh and piercing perspective into how people in organizations can personally innovate. His examples are captivating. His facts are extremely insightful. Moreover, its an interesting read. Prepare for a Shift in your perspective. Kaihan's writing will compel you to broaden your views as you consider new behaviours to impact society"

Philip Berry, VP Global Employee Relations Colgate Palmolive

"Innovation is at the heart of what entrepreneurs bring to the world -- and its critical that they keep doing their job as the world faces ever more increasing challenges. The difficulty has been finding effective approaches to aid the entrepreneur, until I read Krippendorff's book. For the first time, someone has captured the essence of innovation and given us a truly fresh language to guide and enhance a process that seems to come naturally to entrepreneurs -- a language that I sense will redefine what we know about innovation from this point forward."

Verne Harnish  
Founder Entrepreneurs' Organization (EO) CEO Gazelles Inc.  
Author of Mastering the Rockefeller Habits



experience



# register now

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Venue Venue -TBD

## New Delhi

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Date 16th September, 2009  
Venue Venue -TBD

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