



भारतीय प्रबंध संस्थान इंदौर
INDIAN INSTITUTE OF MANAGEMENT INDORE



**COMPETITIVE STRATEGY
FOR
LEADING CHANGE**

Date: August 15-17, 2025

Location: IIM Indore Campus

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PROGRAMME OVERVIEW

In today's volatile and hyper-connected world, business leaders are confronted with unprecedented challenges as well as remarkable opportunities. Navigating digital disruption, evolving customer expectations, dynamic competitive ecosystems, and the relentless demand for innovation requires more than operational efficiency. It calls for strategic clarity, process agility, and the capability to lead change effectively.

This intensive three-day, on-campus programme is specifically designed for senior executives and decision-makers who are responsible for shaping strategic direction and driving organizational transformation. The program integrates powerful concepts from competitive strategy, business process improvement, game theory, and systems thinking, with a strong emphasis on equipping leaders to craft winning strategies and lead impactful change.


Delivered through interactive lectures, real-world case discussions, breakout activities, and simulation exercises, the program ensures high levels of engagement and practical relevance. Customizable industry examples are incorporated throughout to reflect the specific contexts and challenges faced by participating executives, ensuring tailored learning and immediate applicability.

OBJECTIVES

1. To build a strong foundation in competitive strategy and align business processes to support strategic goals.
2. To explore strategic interactions using principles from game theory and mechanism design, enabling smarter decision-making in competitive and cooperative settings.
3. To apply process improvement tools for identifying performance bottlenecks and driving operational excellence.
4. To evaluate emerging business models, such as platforms, ecosystems, and value networks, and lead organizational change through strategic incentives and cross-functional collaboration.

CONTENT/DELIVERABLES AND LEARNING OBJECTIVES

Day	Module	Topic
Day 1	1 Friday (09:30-12:30) Introduction to Strategy	Introduction to Strategic Thinking: What is Strategy and Why it Matters
		Levels of Strategy: Corporate, Business, and Functional
		Understanding Strategic Fit and Trade-offs
		Real-world Examples and Group Case Discussion
	2 Friday (02:30-05:30) Business Process Improvement (BPI)	Linking Business Processes with Strategic Goals
		Process Mapping Tools: SIPOC, Value Stream Mapping, Flowcharts
		Identifying Bottlenecks and Inefficiencies
		Hands-on Activity: Process Redesign and Improvement Simulation
Day 2	1 Saturday (09:30-12:30) Introduction to Strategy	Fundamentals of Game Theory
		Strategic Tools: Nash Equilibrium, Dominant Strategies
		Business Applications: Pricing Wars, Market Entry, Strategic Alliances
	2 Saturday (02:30-05:30) Business Process Improvement (BPI)	Introduction to Mechanism Design and Incentive Theory
		Participation Constraints and Incentive Compatibility
		Designing Effective Performance-based Incentives and Bonus Systems
		Group Activity: Solving a Strategic Incentive Alignment Problem (Subscription Models)



Day	Module	Topic
Day 3	5 Sunday (09:30-12:30) Strategic Models for Competitive Advantage	The Penguin Problem
		Network Effects and Winner-takes-all Dynamics
		Co-opetition and the Value Net Framework
	6 Sunday (02:30-05:30) Leading Change	The Right Game
		Redefining Competition: Creating vs. Capturing Value
		Group Activity

WHO CAN PARTICIPATE IN THE PROGRAMME?

This programme is ideal for:

- Business Unit Heads, C-suite Executives, and Entrepreneurs
- Leaders in Strategy, Operations, and Organizational Transformation
- Product and Innovation Managers responsible for driving growth
- Senior Executives leading cross-functional teams or strategic initiatives

FEES

The fee for the programme is INR 54000 /-* per participant. This includes course material, a room on a twin sharing basis and board expenses. GST, as applicable, will be additionally charged.

DISCOUNT

An organization sponsoring five or more participants to a Management Development Programme (MDP) will be entitled to a group discount of 10% on the total fee payable, provided that at least five participants actually attend the programme. If the actual participation is less than 5, a refund may be made after deducting the full fee of the actual number of participants who attend the training programme. The group discount will be applicable only to short duration programmes of up to 20 days.

REGISTRATION

Participants are generally sponsored by their organizations. However, applications by individuals may also be accepted. A formal communication regarding the acceptance of nomination/application will be sent to nominees prior to the commencement of the programme. Nomination form(s) and programme fees as paid through Electronic Fund Transfer must reach the MDP Office 15 days prior to commencement of the programme.

ACCOMMODATION

Participants opting for accommodation at Indore will be provided a room on a twin sharing basis in furnished, air-conditioned rooms. Accommodation is provided from noon on the day before the first day of the program, until noon on the day after the last day of the program. If a participant desires accommodation on a single occupancy basis, the same may be provided on request, on a first-come-first-served basis, subject to availability and applicable accommodation charges.

EXECUTIVE EDUCATION ALUMNI STATUS AT IIM INDORE

Participants who successfully complete the programme will be eligible for the Executive Education Alumni status at IIM Indore. Any eligible participant is required to apply separately and deposit the necessary fee of Rs. 1,000/- + GST @18% per person (for a two year alumni status) and Rs. 10,000/- + GST @18% per person (for a lifetime alumni status) to register his/her name with the IIM Indore Executive Education Alumni.

Benefits of becoming IIM Indore's Executive Education Alumni include:

- a) Subscription to the brochures and newsletters from IIM Indore.
- b) Access to the IIM Indore Campus Library (on-site access only).
- c) Access to the official email ID of the institute.

IIM Indore reserves the right to modify the above conditions at its discretion at any time without notice. Only the courts at Indore will have the territorial jurisdiction to try any disputes arising in respect of the Executive Alumni membership being granted.

FACULTY COORDINATOR

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ABOUT IIM INDORE

Indian Institute of Management Indore (IIM-I) is an autonomous public business school located in Indore, Madhya Pradesh, India. IIM Indore has received the prestigious Triple Crown accreditations - first from the Association of MBAs, AMBA in 2016 (a UK-based accreditation agency), second from the AACSB in 2019, and third from the EFMD Quality Improvement System (EQUIS), the globally recognized international organization for management development, in December 2019. IIM Indore is the second IIM in India to receive these triple accreditations.

NATIONAL AND INTERNATIONAL RANKINGS

IIM Indore, due to its consistent efforts in improving academic standards and achieving academic excellence in all its programmes, has achieved commendable rankings by various National and International ranking agencies. Presently, IIM Indore is ranked 8th in the NIRF ranking (a Ministry of HRD, Government of India initiative), 61st globally in the Executive Education (Open) programmes and 85th globally in the Executive Education (Customized) programmes in the FT Ranking and 25th rank (Asia) in QS World Rankings for our global MBA.



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