



IIM SIRMAUR

STRATEGY EXECUTION AND CHANGE MANAGEMENT



Programme Director:
Prof. Pragya Bhawsar



Programme Dates:
June 15-17, 2023



Programme Venue:
IIM Sirmaur, Himachal Pradesh



REGISTER NOW



IIM SIRMAUR
KNOWLEDGE . LEADERSHIP

INDIAN INSTITUTE OF MANAGEMENT SIRMAUR

Paonta Sahib, Rampur Ghat Road
Himachal Pradesh-173025

OBJECTIVE

Strategy execution is very different from strategy formulation. In reality an organization must be mindful of its ability to implement strategy. Strategy making requires comprehension of the external environment in which firms' operate and understanding how firms' can leverage their internal resources to survive and prosper in environment. However, in reality, the strategy that is actually pursued may be the result of emergent factors giving stimulus to the deliberated strategy. Leadership, culture and change management, are integral to strategy execution. As the hard truth for business leaders is that performance cannot be only judged through one part i.e. profit which is tangible and measurable. Leaders need to handle the challenge of execution, lead change when needed, and to prosper without putting the organization at risk. This is perhaps the reason firms call the position 'Chief Executing Officer (CEO)'.

Under this backdrop, this program aims at sensitizing participants on the basic concepts and issues of contemporary strategy execution. This program intends to help participants in understanding the challenges of strategy implementation and the ways to navigate those. The program will cover frameworks on strategy execution. Contemporary thoughts in the field of Strategic Management which are breaking the old paradigms impact on the nature of strategy implementation will also be deliberated.



PEDAGOGY

- Lectures
- IFables
- Case Discussions to understand Concepts



WHO MAY ATTEND

Junior and Middle level Managers and Entrepreneurs.



KEY TOPICS

The programme contents are focused in five specific content dealing with the topic:

- 1. Introduction: Review of Strategy Planning**
- 2. Processes in Strategy Implementation**
- 3. Challenges in Strategy Implementation**
- 4. Importance of Leadership and Culture in Strategic Management**
- 5. Importance of Change Management in Strategic Management**

The course structure will focus on five modules:

Module 1: Deliberated Strategy to Realized Strategy

Module 2: The Challenge of Execution and Maneuvering

Module 3: Leadership Lessons

Module 4: Managing Change



PROGRAMME DIRECTORS

Dr. Pragya has completed PhD in the area of Competitiveness from National Institute of Industrial Engineering, Mumbai. She is an Instrumentation Engineer and holds MBA in International Business. Before joining IIM Sirmaur, she had almost four and half years of experience in the academic industry. Her primary research interest includes Competitiveness, Industrial Clusters and Technology Management. She has published her research work with Sage, Emerald and others. Her case writing skills can be appreciated by the fact that she has been awarded with best case study awards from Sage Publishing, and American Society of Competitiveness. She serves as a reviewer to various journals associated with Sage, Emerald and Springer. In March 2020, she has served as the conference convenor for a conference related to the theme Technology Management and Innovation, the first International Conference of the Institute.

PROGRAMME DETAILS

- **Duration:** June 15-17, 2023
- **Programme commencement:** 10.00 AM on June 15, 2023
- **Programme Conclusion:** 5.00 PM on June 17, 2023
- **Venue:** IIM Sirmaur Campus
- **Accommodation**
 - **Check in** - 14 June (6:00 PM onwards)
 - **Check out** - 17 June (12:00 noon)

PROGRAMME FEES

- **Residential (R):** INR 35,000/- plus taxes and surcharges as applicable.
- **Non-residential :** INR 30,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.
- **Discount on Programme fees:** A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

HOW TO APPLY

- To apply or nominate personnel for the program, click on the "Register Now" link in the brochure or visit <https://iimsirmaur.ac.in/mdp/>
- Once the candidature is approved, the sponsoring authority or participant (in case of self-nomination) will receive an email with a Payment Advice requesting the program fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS). After remitting the fees online, please inform the CMDP office of the UTR number or relevant transaction details via email. This will allow us to connect your remittance to your nomination(s).
- Please note that confirmation of participation is subject to receipt of program fees by the CMDP office before the commencement of the MDP.



IIM Sirmaur Proposed Campus



IIM Sirmaur MDP Experience

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIMS will be provided till 12.00 noon on June 17, 2023. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.

HOW TO REACH IIM SIRMAUR

IIM Sirmaur is located in Paonta Sahib, in the picturesque state of Himachal Pradesh at the foothills of the Himalayas. The distance of Paonta Sahib from Jolly Grant Airport Dehradun is 78.5 km. It takes 2 hours and 30 minutes from Dehradun Airport, 2 hours and 30 minutes from Chandigarh Airport, and 5 hours and 30 minutes from Delhi Airport to reach Paonta Sahib. The nearest Railway stations are Yamuna Nagar, Saharanpur, and Dehradun. They are all located approximately at one and half hour taxi drive from Paonta Sahib.

NEARBY TOURIST DESTINATIONS

- Gurudwara Paonta Sahib Ji : Situated within the city
- Kalesar National Park : Located 13 km away
- Renuka Lake: Located 47 km away
- Mussoorie : Mussoorie is a hill station located 87 km away
- Haridwar : Haridwar is a holy city situated 105 km away



Our correspondence address is as follows:

MDP Office

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Email: mdpoffice@iimsirmaur.ac.in | Weblink: <https://www.iimsirmaur.ac.in/mdp/mdp-calendar>

For all other details on administrative matters please refer our website www.iimsirmaur.ac.in/mdp/ or e-mail to mdpoffice@iimsirmaur.ac.in