



Mahindra™
University
Global Thinkers. Engaged Leaders.

CENTRE FOR
EXECUTIVE EDUCATION

Customer-Centric Digital Transformation: A Key Driver of Profitable Growth





Overview

Which companies are likely to do better?

1. Inward-looking companies operating with a product-centric mindset, or outward-looking companies operating with a customer-centric mindset?
2. Companies that believe, “yesterday’s success guarantees future success,” or those companies that believe, “yesterday’s success – no matter how magnificent – is an unreliable roadmap for future success?”
3. Companies that embrace change, transformation, and disruption, or those who avoid it, hoping it won’t hurt them?

There is a reason for asking these questions. In today’s VUCA world – Volatile, Uncertain, Complex, Ambiguous – operating with a customer-centric mindset, embracing change, transforming and disrupting how companies/businesses design, develop, and deliver (3Ds) customer value is a fundamental pre-requisite for survival and growth. The history of companies, such as Kodak, Bajaj, Hindustan Motors, and Allwyn Prestcold is a stern reminder of the dangerous consequences of trying to win in tomorrow’s markets with yesterday’s playbook.

Which is why Transformation – Digital Transformation specifically – is all the rage today. Every single day, new and emerging technologies are offering a multitude of options and opportunities to companies to rethink, transform, and innovate the manner in which they engage with both current and future customers. Successful companies, the world over, have embraced the reality that if customers and markets change, they too must change. Which is why they operate with a weltanschauung (worldview) and mindset that “Customer-centric Digital Transformation” is their best strategic bet for ongoing profitable growth. It is this worldview and mindset that form the foundation of this program.

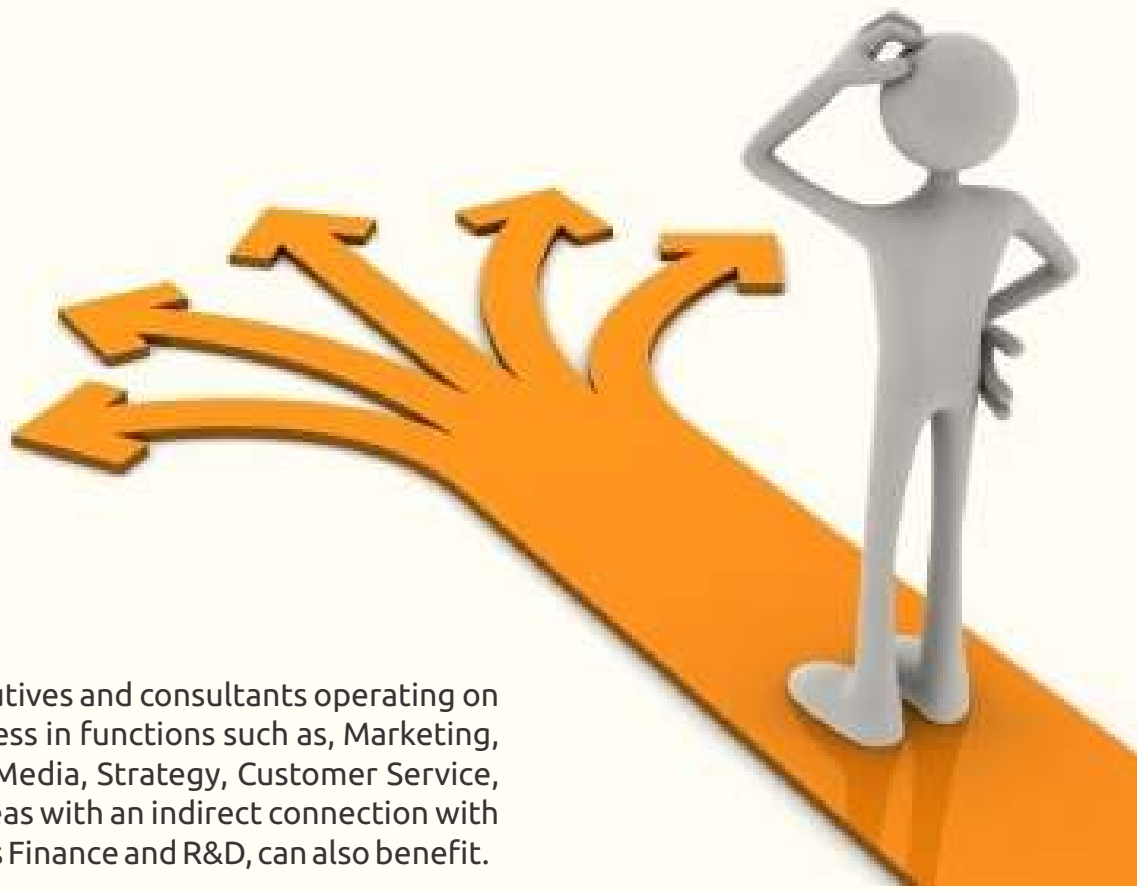


Programme Objectives

This program is an Action-Learning Workshop, not a seminar. The emphasis is on “applying the knowledge” learned during the program to develop a “plan of action” that can be queued up for implementation, once participants return to their day jobs. The philosophy is simple. Participants stand to gain most by interacting with the faculty, by reflecting and thinking on their own, and by engaging with and learning from other participants in small group activities.

Consequently, the objectives of the program are to:

- **Learning:** Enable learning and understanding of key concepts and ideas related to customer-centric digital transformation.
- **Thinking and Evaluating:** Provoke thinking and share examples of how other companies have designed, developed, and delivered (3Ds) winning customer value and experiences to current and potential customers/consumers.
- **Application and Implementation:** Facilitate the journey from learning and understanding to application and implementation of customer-centric digital transformation aspects most relevant for participants’ businesses. This will be both an individual and a peer group activity.



For Whom:

This program is ideal for executives and consultants operating on the demand side of the business in functions such as, Marketing, Sales, Advertising and Social Media, Strategy, Customer Service, and Innovation. Functional areas with an indirect connection with customers/consumers, such as Finance and R&D, can also benefit.

A small sampling of target audiences follows:

- Mid- to senior-level managers who need a strategy to lead their business unit or firm through turbulent change and disruption.
- Leaders who strive to be more proactive in implementing new ideas, staying ahead of the competition, and aligning their people, data, culture, and technology.
- Participants who may be leaders of a functional department, head of a business unit or region, or who have general management responsibilities.
- Analysts and consultants dealing with the whole business or functions, such as, strategy, marketing, and innovation.

Programme Structure and Contents:

The programme duration is 2-days. On each day there will be 2 morning sessions and 2 afternoon sessions. Action-learning workshops and participant presentations are built into the program schedule. An overview of the two days, and details of each module for both the days follows.

Overview:

Day 1 – AM Sessions

- Session 1 – Getting acquainted with the essence of Digital Transformation, Customer Centricity, and Customer Value
- Session 2 – Elements of customer-centricity that provide attractive opportunities for Digital Transformation, such as, Customer Experience, Customer Journey Mapping, Co-Creation, and Customer Service

Day 1 – PM Sessions

- Session 3 – Case Study – Learning from others. Applying that learning to participants' unique operating realities and transformation agendas
- Session 4 – Industry Guest Speaker (learning from others). Small Group Assignments – focus on application and implementation

Day 2 – AM Sessions

- Session 1 – Expanding the Toolbox of Customer-Centric Digital Transformation
- Session 2 – From learning and understanding to application and implementation: Developing an implementable prototype of a company-specific, customer-centric digital transformation agenda (continues through session 3 below)

Day 2 – PM Sessions

- Session 3 – (cont'd from session 2 above) From learning and understanding to application and implementation: Developing an implementable prototype of a company-specific, customer-centric digital transformation agenda
- Session 4 – Individual and Group presentations – Next Steps, Caveats, and Strategic Mindsets





FACULTY

Gaurav Bhalla, Ph.D.

Prof Gaurav Bhalla is a visiting faculty in Executive Education at Mahindra University. He is a globally acclaimed 'thinker-doer' and trusted expert in Leadership, Strategy, Marketing, and Innovation. Currently a solopreneur and thought leader, he has held senior management and C-level positions at P&G (Richardson Vicks), Nestle, and TNS Worldwide.

Active in the executive education field since 1985, Dr. Bhalla has designed and delivered customized and open enrollment courses in over 25 different countries to a variety of Fortune 500 companies and public enterprises in several sectors, such as Glaxo, Capital One, Caterpillar, LafargeHolcim, General Motors, Marriott, Axis Bank, Bajaj Allianz, Cognizant Technologies, Microsoft, EY, and Deloitte.

Prof Gaurav has designed and taught Executive Education programs at leading B-Schools, such as Georgetown, Fuqua School of Business (Duke University), Singapore Management University, University of Maryland, and Indian School of Business.

His action platform for achieving customer-centric growth is "Disrupt – Transform – Win." Consequently, he operates at the intersection of Leadership, Innovation, Strategy, and Marketing, and focuses on programs and topics that promote the growth and wellbeing of not just the company, but also its customers, employees, and the environment.

In 2016, he won a global award, Executive Education Specialist of the Year.

His thought leadership include his HBR article, "Rethinking Marketing," and his book, "Collaboration and Co-Creation; New Platforms for Marketing and Innovation, "

What makes Gaurav unique are his growth mindset, his diversity of experience, and his WHY – his purpose – that values the humanity of people more than their executive brilliance.

Prof Gaurav holds a Ph.D. in Marketing Strategy from Graduate School of Business, University of Kansas. He also holds an MBA in Marketing and Finance, from Indian Institute of Management Ahmedabad

About Centre for Executive Education

The Centre for Executive Education (CEE) at Mahindra University, creates and conducts learning programmes for working professionals, which are designed to provide timely and relevant knowledge, insights and perspectives, that help them progress in their current and future roles in organizations. By enhancing performance of executives, these programmes are aimed to positively impact the organisations that they work for.

Executive Education Programmes at Mahindra University span across multiple business disciplines, engineering & data science, and law, for different seniority levels, in various national and international geographical locations.

CEE's mission is to be a hub for engaging & beneficial interactions between business leaders and the academia. The centre works with some of the finest faculty in India and from leading Global Business Schools. Participants will have opportunities to learn from the innovative research and consulting experience of the faculty, wide experience of the peer group of learners, and from Industry practitioners who bring in strong domain knowledge.

About Mahindra University

Mahindra University, established in May 2020, is a multi-disciplinary global education and knowledge campus which offers industry-aligned curricula, a student-centered learning environment, and opportunities for international exposure. The University offers Undergraduate and Post Graduate programs in its five Schools namely Ecole Centrale School of Engineering, School of Management, School of Law, Indira Mahindra School of Education, School of Media and Liberal Arts AND Centre for Executive Education.

The University has world class collaborations with Cornell Universities SC Johnson College of Business, Virginia Tech, Centrale Supélec, BABSON and University of Florida which serves inter-disciplinary learning through live industry projects and in-built flexibility of course choices, making the education very practical catering the needs of the students.



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