



Mahindra™
University

Global Thinkers. Engaged Leaders.

CENTRE FOR
EXECUTIVE EDUCATION



Succeeding in the Disruptive and **Digital Future Business World**

Strategizing for the turbulent future





Overview

The Programme challenges participants to differently explore strategy in a disruptive world, and, through fresh lenses and perspectives, to consider the future digital operating environment and what it offers leaders. Through a challenging blend of interactive webinar-based learning and discussions, participants will discover how to remain agile and adaptable, building an organizational culture that inspires innovation, creates future market relevance, and a focus on new exponential opportunities.

Participants will also learn how leading from the future can impact not only personal growth but also the future of the organization and its ecosystem. Participants learn how to apply the insights from the programme sessions to their own business, through practical discussions relevant to their business and moderated by the faculty, who deliver pragmatic outcomes based on their decades of advisory experience and prior consulting engagements

Key Learning Takeaways

- How to become a strategic, transformative and exponential leader who inspires aspiration, innovation and change
- How to 're-wire' the mindset to succeed in the disruptive and digital business landscape of 2030 and beyond
- Developing strategic planning, action and leadership in an EVUCA world (Exponential, Volatile, Uncertain, Complex and Ambiguous)
- Understanding the Strategic enablers in realizing driving exponential growth ambitions
- Identifying the Leadership decisions for agility, impact and relevance

Who will benefit from this Programme

Business and Functional Heads of Medium and Large corporations, who are looking for insights and ideas for driving the future business growth in their organizations



Live Virtual Webinars

Sessions are run remotely through Zoom Pro, with shared multimedia content, live interactive chats and break-outs as required. Content sharing is interspersed with direct questions to the delegates, and to faculty from participants during the sessions, to ensure constant delegate engagement.

Participants are given a short homework assignment after each session, to collaborate in virtual teams between sessions, and to present back to the group at the start of the following session. These are short, punchy and designed to build on the session's learning.

Programme Structure and Duration

The programme is delivered through 4 webinars, of 2.5 hours each, spread out over 2 weeks

Key Themes addressed in the Webinars:

- 1) Strategic Thinking for Leadership & The Power of Purpose
- 2) Business of Today vs. Business of Tomorrow, Digitization and the Innovation Premium
- 3) Toxic Assumptions, Customer of the Future and Customer Value Propositions
- 4) Action Scenarios and leadership decision making

Session 1: Strategic Thinking for Leadership & The Power of Purpose

This Session will explore the following themes:

1. The exponential power of a clear purpose – using insights from Patagonia, Tata Group and Eliot Kipchoge
2. Strategic thinking from the future backwards vs. business of today operational focus
3. The end of global best practice and SWOT
4. Glimpses into the future context for business – including the future of capitalism and democracy
5. EVUCA leadership qualities

Session 2: Business of Today vs. Business of Tomorrow, Digitization and the Innovation Premium

This Session will explore the following themes:

1. Driving current reality and performance vs. creating a relevant, flourishing future
2. Linear vs exponential innovation and what this means for leaders
3. The end of sustainability!
4. Unstoppable business tsunamis in AI and technology
5. Human relevance in a tech driven future
6. Changing business models

Session 3: Toxic Assumptions, Customer of the Future and Customer Value Propositions

This Session will explore the following themes:

1. Business model drivers in 2022
2. Business context and relevance in 2030
3. Understanding toxic assumptions and the implications for your business models
4. Defining Scarcity and Abundance
5. Future winning and Losing Industries...and why?
6. Implications for value propositions
7. Insights into the customer of 2030

Session 4: Action Scenarios and leadership decision making

This Session will explore the following themes:

1. Understanding the key forces shaping your future operating context
2. Prioritizing the forces for agility, impact and relevance
3. Creating alternative scenarios and the power of Indian movie titles!
4. Understanding how to understand the shift from “Likely Future” to ‘Ideal Future”
5. Leadership decisions to drive towards the “Ideal Future”
6. Strategic enablers in your organization in driving an exponential 2030 ambition?



FACULTY

Prof Anton Musgrave

Anton Musgrave is a visiting faculty in Executive Education, at Mahindra University. He is a futurist, business strategist, keynote speaker, and businessman, who engages with clients around the world across industries in strategic conversations about their future. He is a Senior Partner with FutureWorld, which he joined in 1991.

His passion is to engage senior executives in challenging debates about the many forces, technologies and market dynamics driving future business success. Participants in Anton's sessions are fueled with new, exciting, action-shifting insights.

Anton drives the FutureWorld process of strategic thinking from the future back to the present, turning traditional strategy on its head. He shares an insightful understanding of the drivers of long-term business success, shifting business models, and what it takes to stay ahead of the market. He is an inspiring, spirited communicator and a globally acclaimed speaker and facilitator at corporate events and strategic initiatives. He regularly teaches in Executive Programmes at the London Business School, Duke CE, Oxford University's Said Business School, and the Indian School of Business.

Anton regularly advises businesses globally on strategic thinking and future innovation imperatives to drive growth and sustainable success. He has undertaken major strategy projects for clients across a wide range of sectors. He has an insightful understanding of a wide range of industries. His work relates to helping executives understand the future (to gain the value of perfect hindsight of the future!). He does this by developing key themes on a regular basis and by engaging in strategic conversations on key drivers of the future. His real practical experience is fused with his passion for understanding the future and its key drivers. His sessions are thus infused with very real personal experiences. His process has worked across a very wide range of industries.

Programme Fee: Rs. 40,000 plus GST per participant

Programme Dates: June, 2022

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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