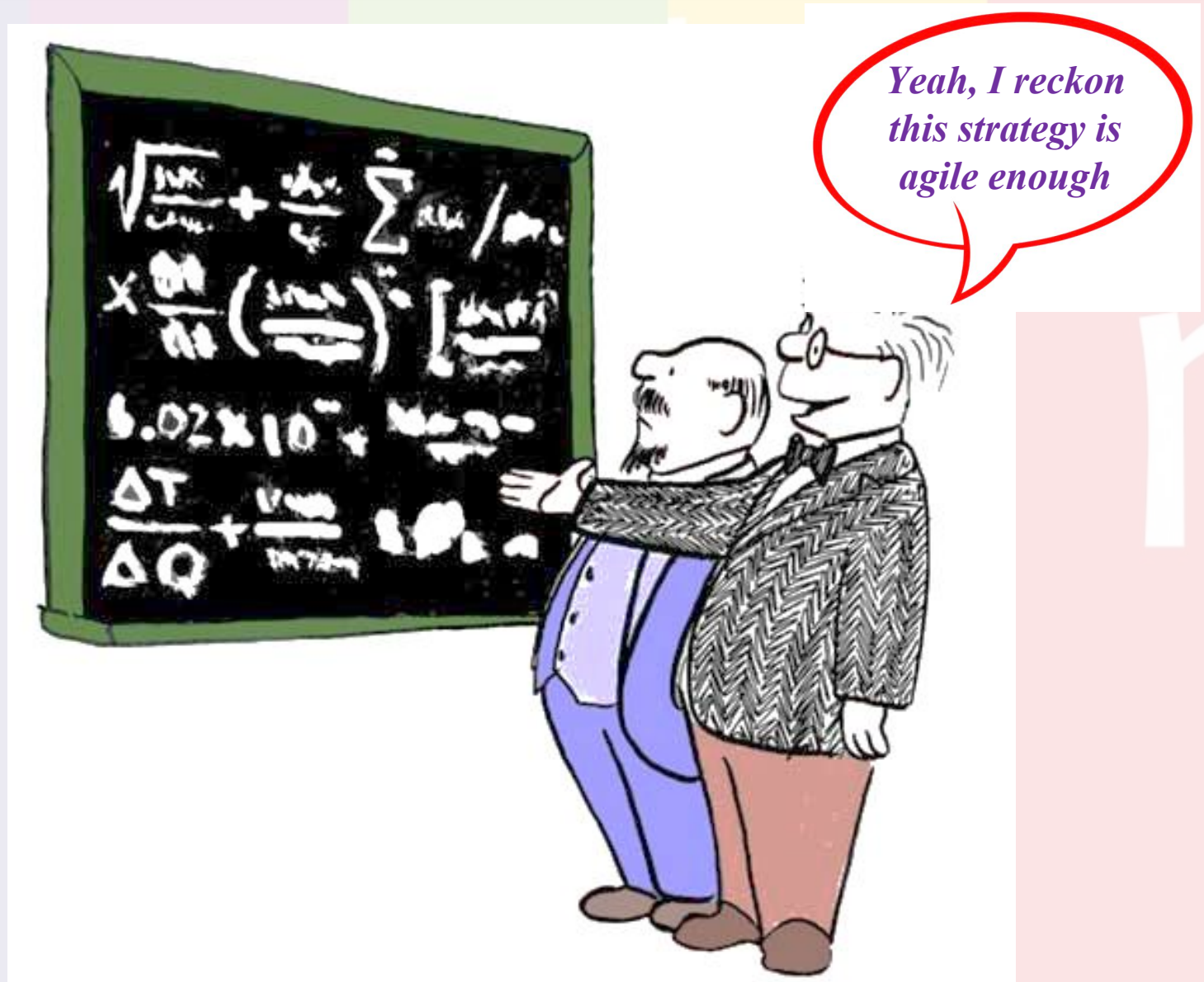


**Advait  
Kurlekar**

# Strategy is dead; long live Strategy



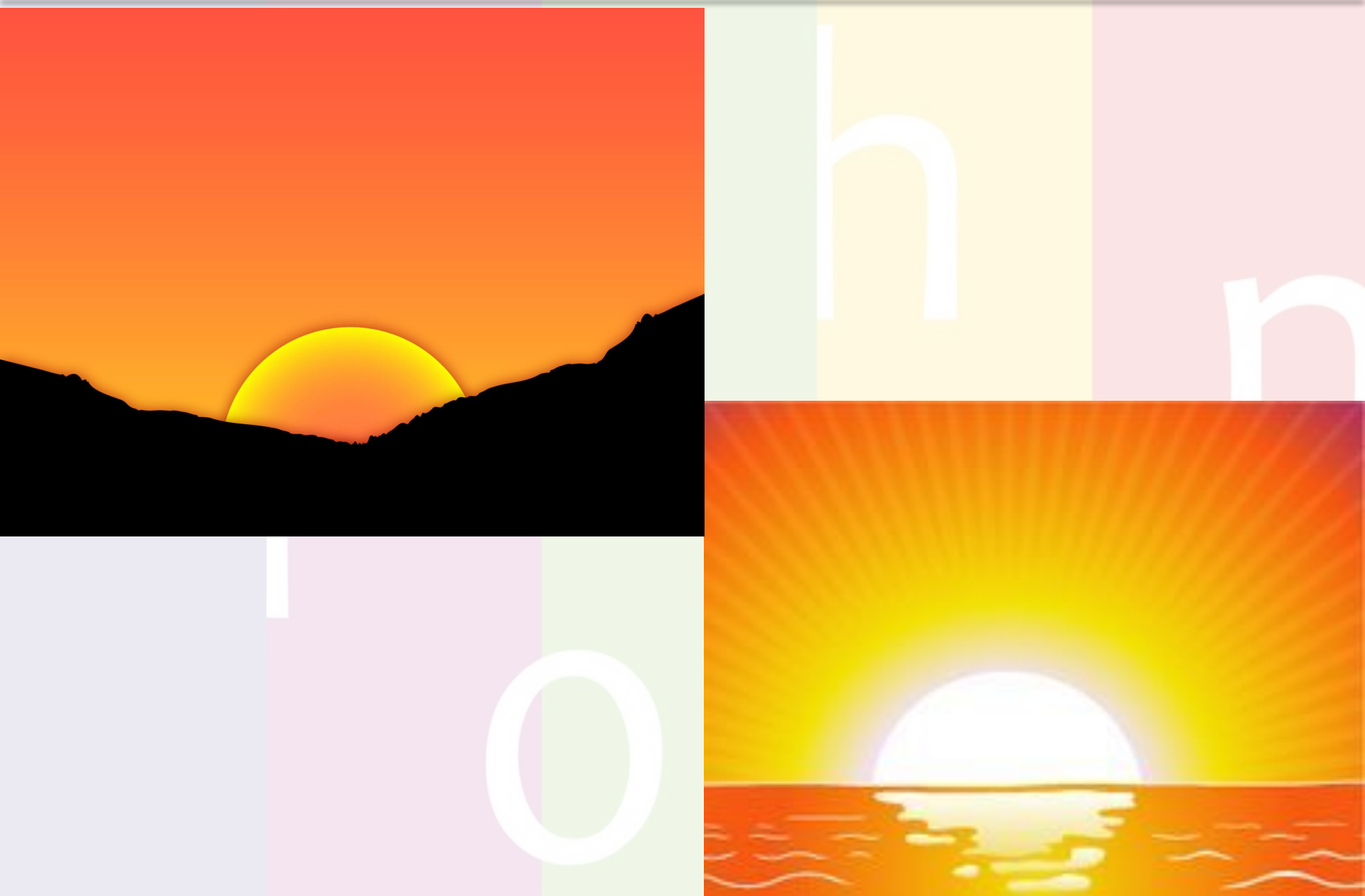
Strategy has become a buzzword; used by many, yet understood by few



Strategy has become a buzzword; used by many, yet understood by few



The VUCA world has heralded the dawn of a new era in Strategy



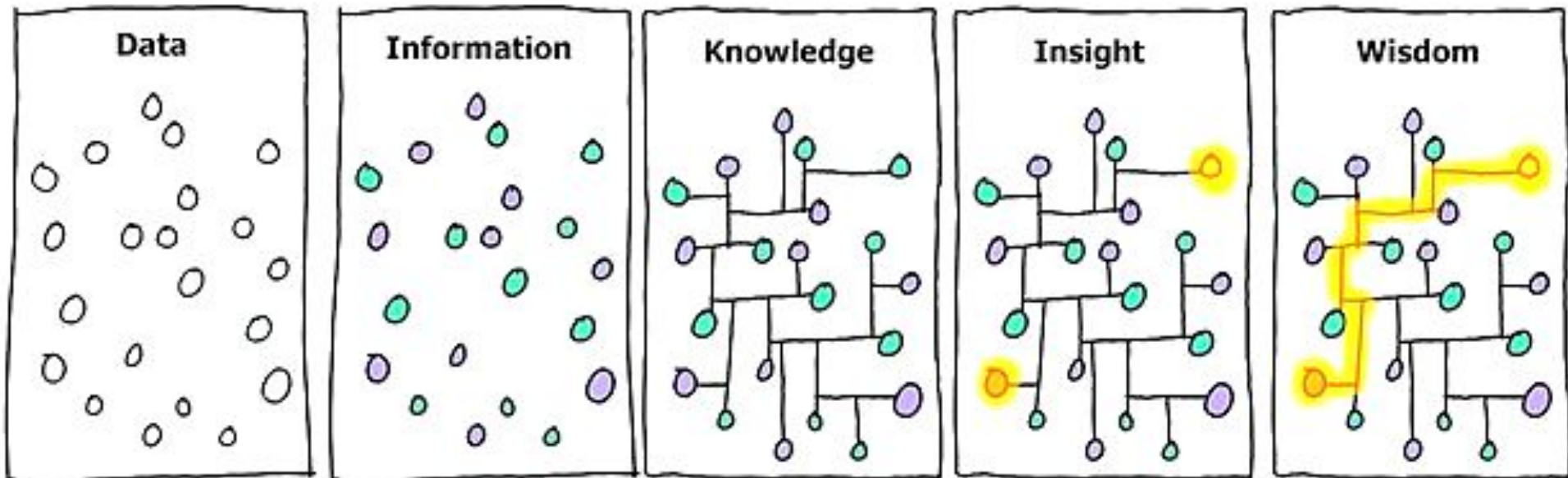
A strategy's (fr)agility is inextricably linked to the organizational mindset

Doing  
Agile

≠

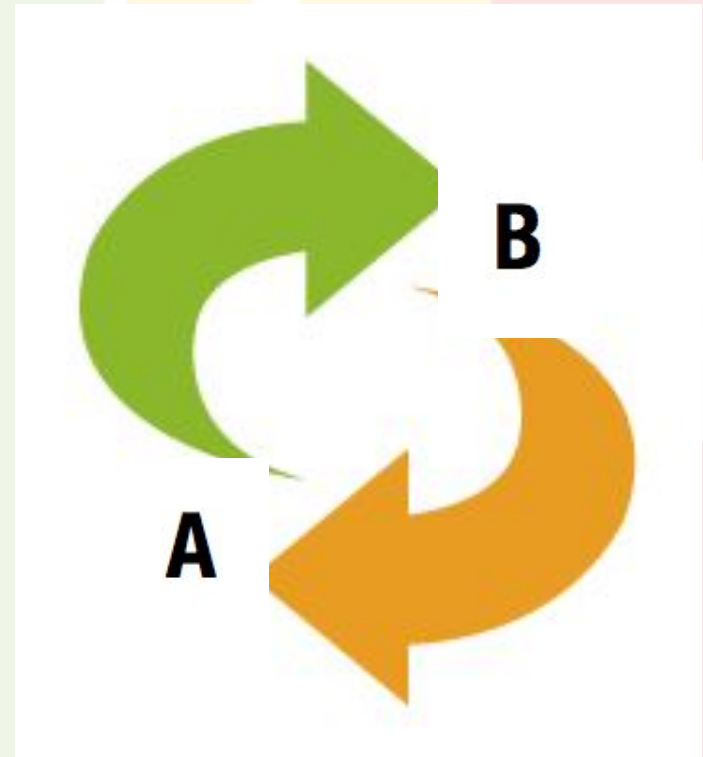
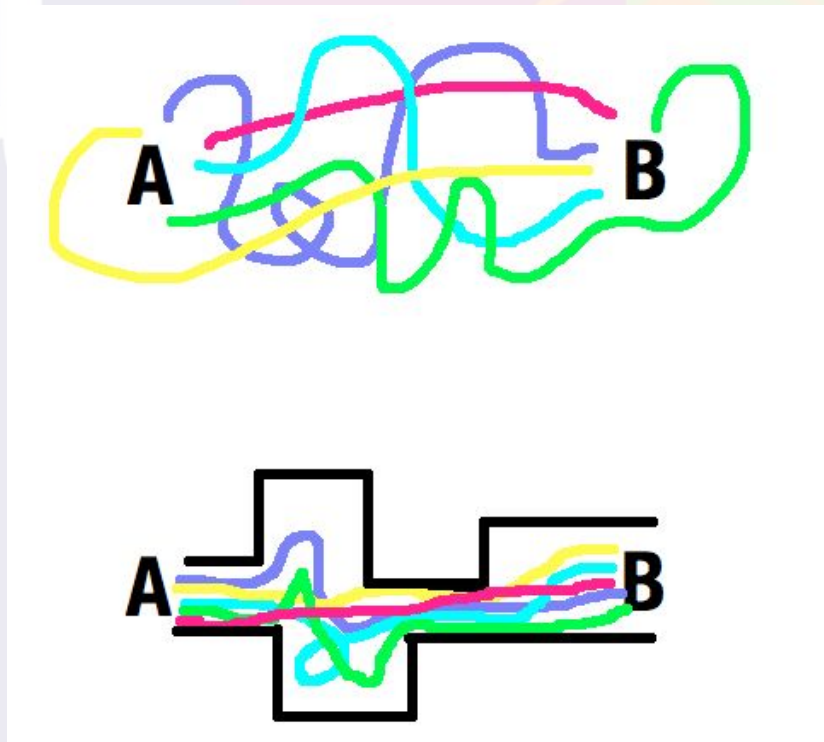
Being  
Agile

Strategic agility is the outcome of learning, un-learning and re-learning





Agility in strategy is often mistaken as *'flavour of the month'*





Agility is demonstrated more in tactics rather than shifting the goalpost

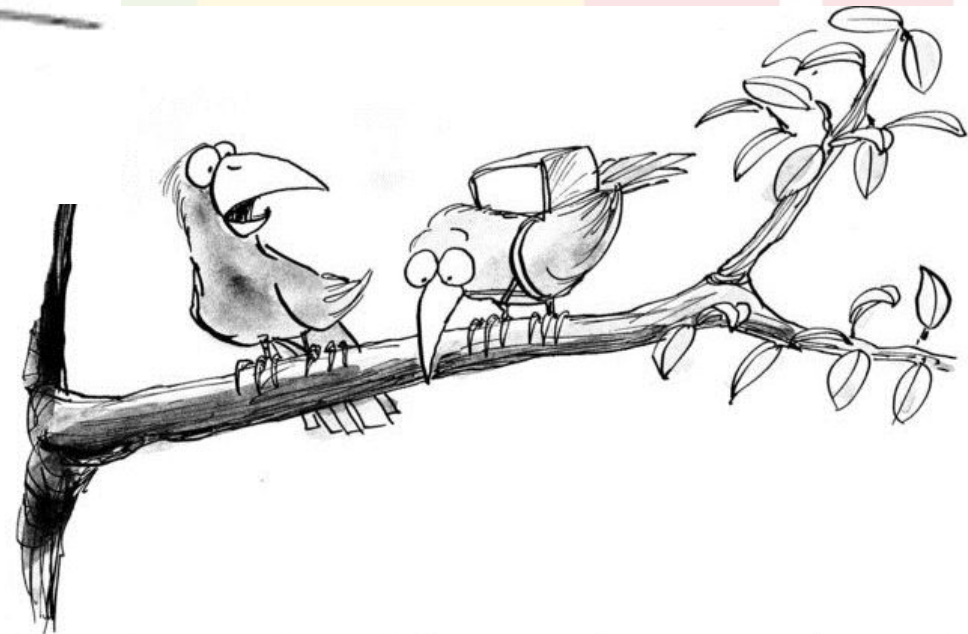
A white rectangular sticky note is centered on a background of vertical color bands (light blue, light purple, light green, light yellow, light pink) and large, faint white letters. The sticky note contains three lines of handwritten text in black ink. The first two lines, 'Plan A' and 'Plan B', are each crossed out with two diagonal lines. The third line, 'Plan C', is not crossed out.

~~Plan A~~  
~~Plan B~~  
Plan C

Business strategy should be agile and adaptive in equal measure



"Hold on, where's the forest again?"



"Let's try it without the parachute."

A strategy is only as good as it's ingredients

BUILDING  
BLOCKS

— FOR —

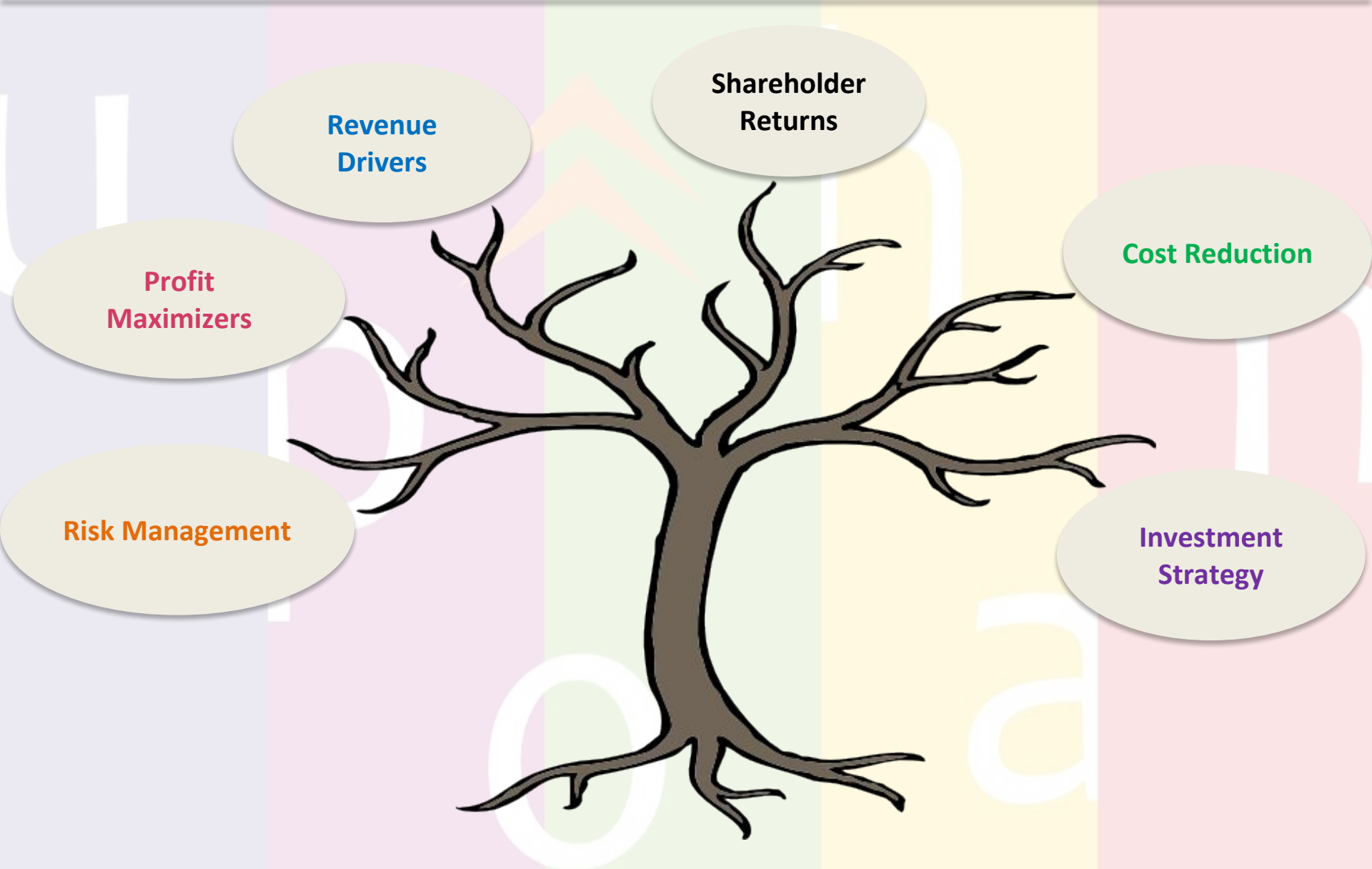
STRATEGY



A nimble financial plan is the backbone of a robust strategy



# A nimble financial plan is the backbone of a robust strategy





Your customers are talking; but are you listening?



# A compelling customer value proposition is essential in an agile strategy





# Be wary of ever-changing customer expectations and behaviour

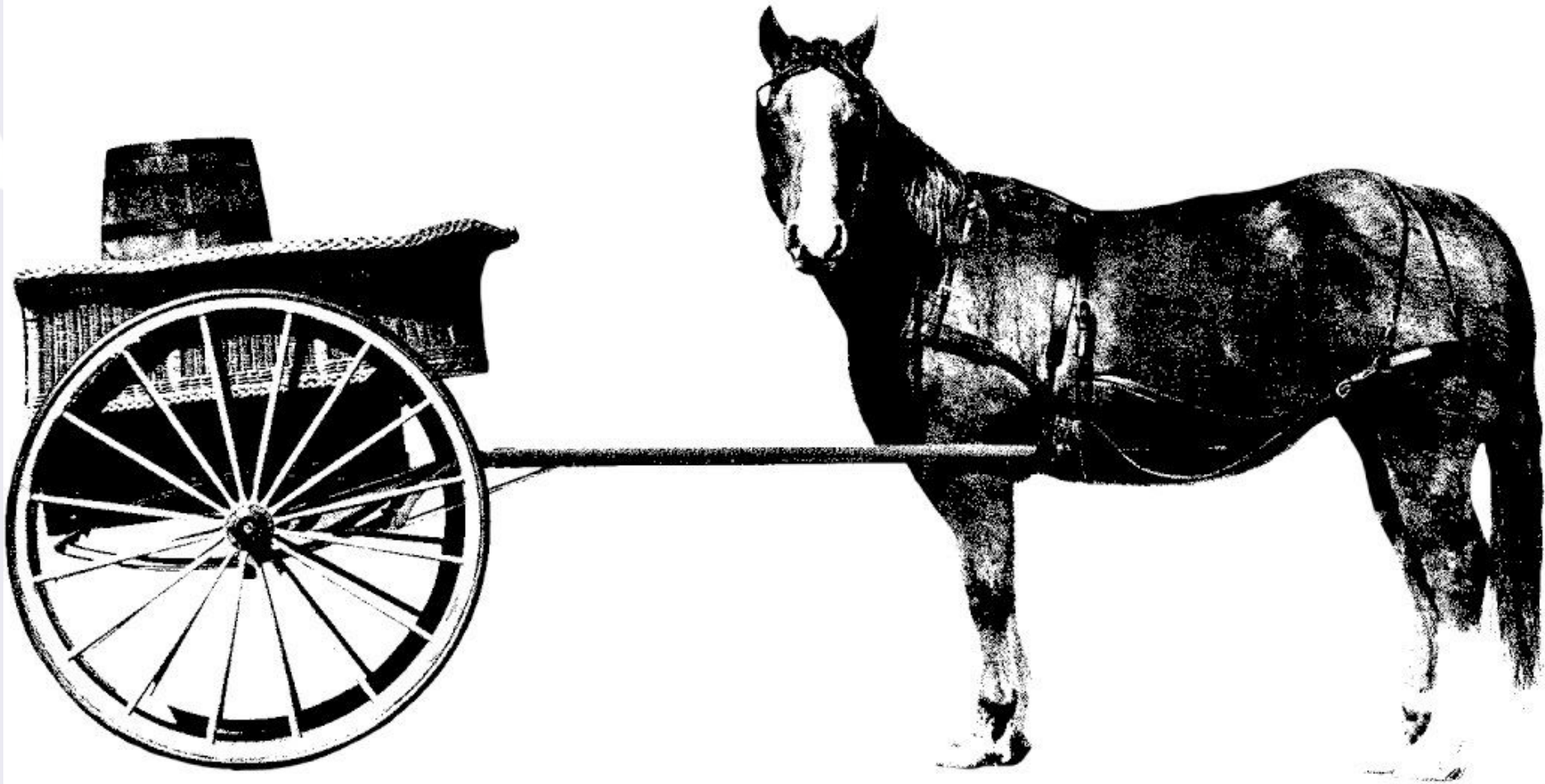


A holistic strategy must challenge the status quo on existing processes

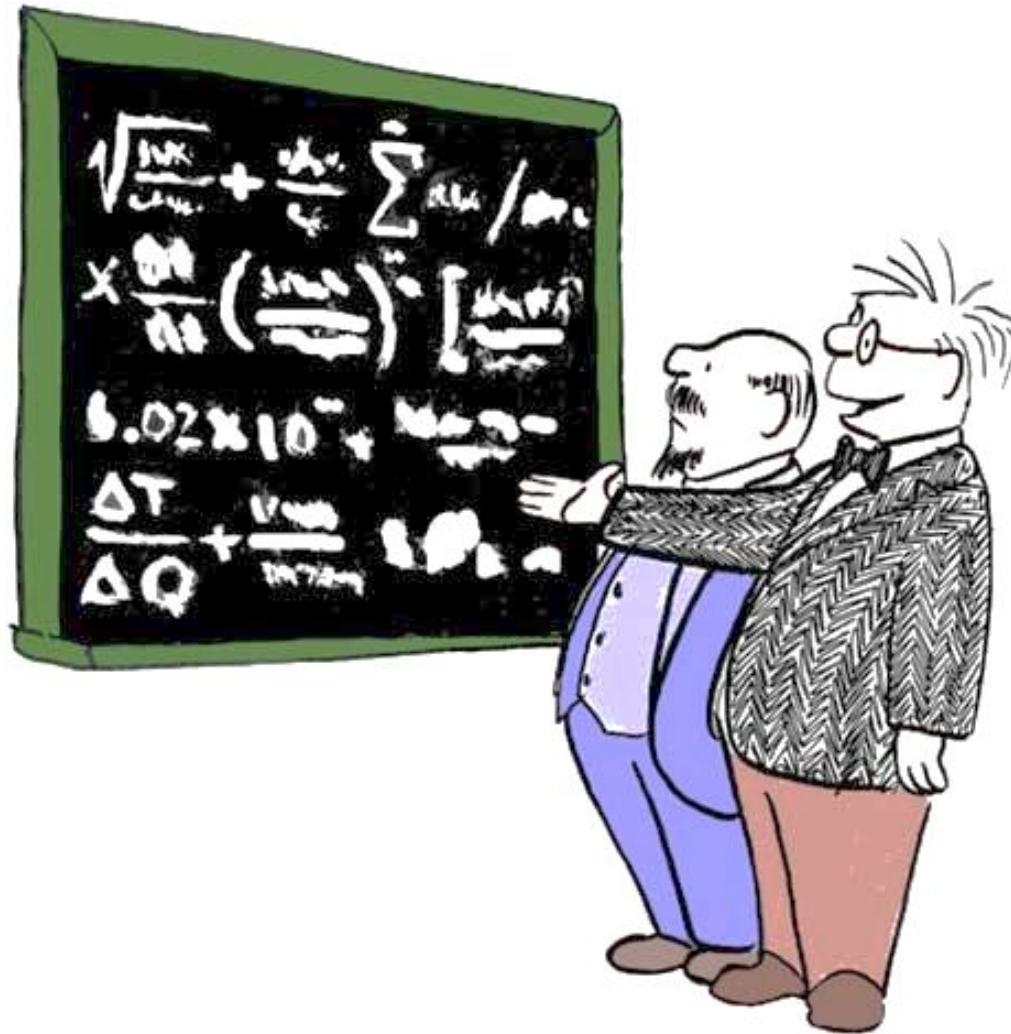


**"Past performance is no guarantee of future results."**

Be wary of laying down processes before agreeing on your strategy



Contrary to popular opinion, strategy can be evolutionary rather than revolutionary



“There it is, our simplified Supply Management Strategy.”

Any strategy, agile or otherwise, must leverage the human capital



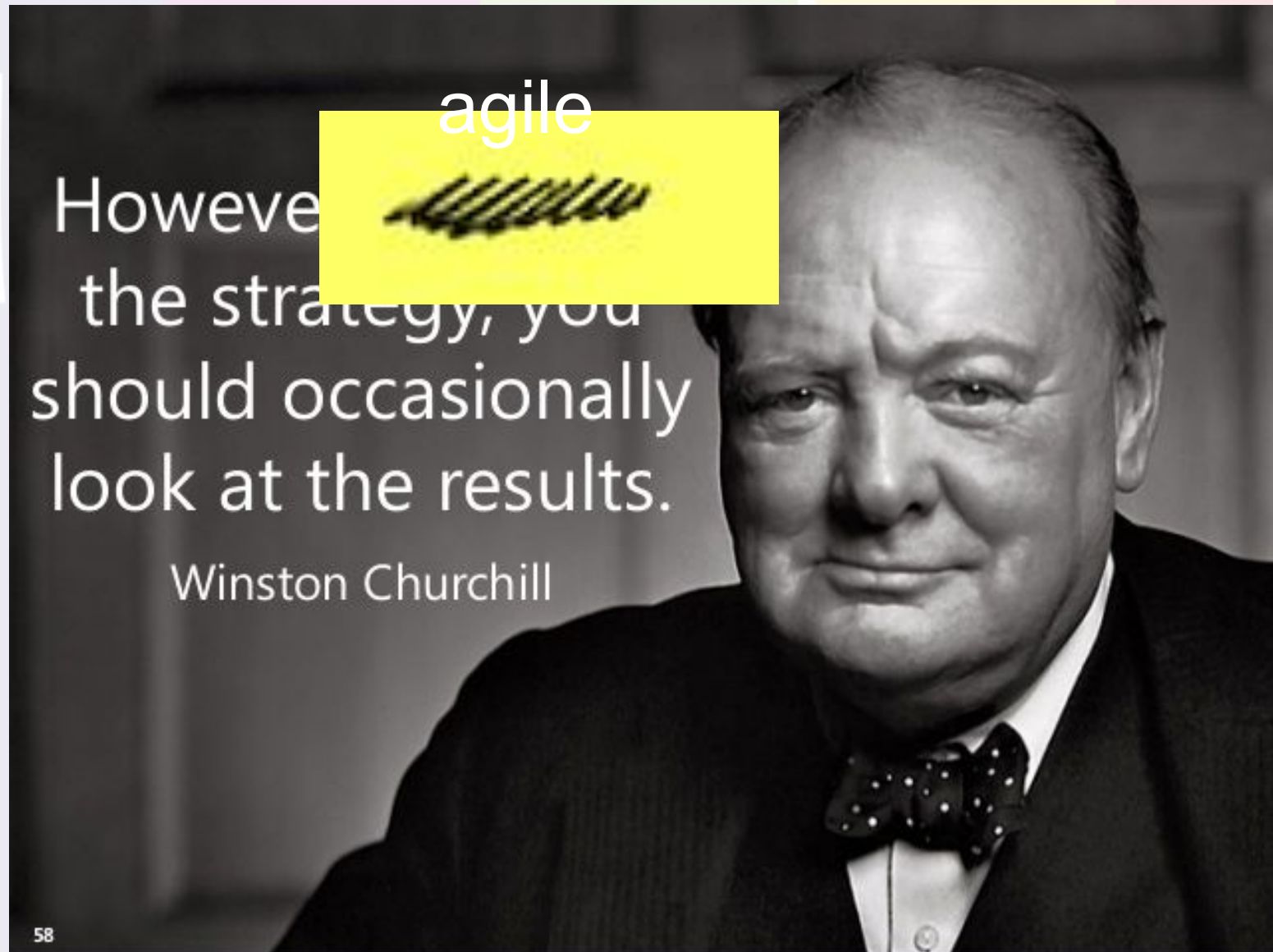
*Situational leadership*

*Sustainable competitive advantage*

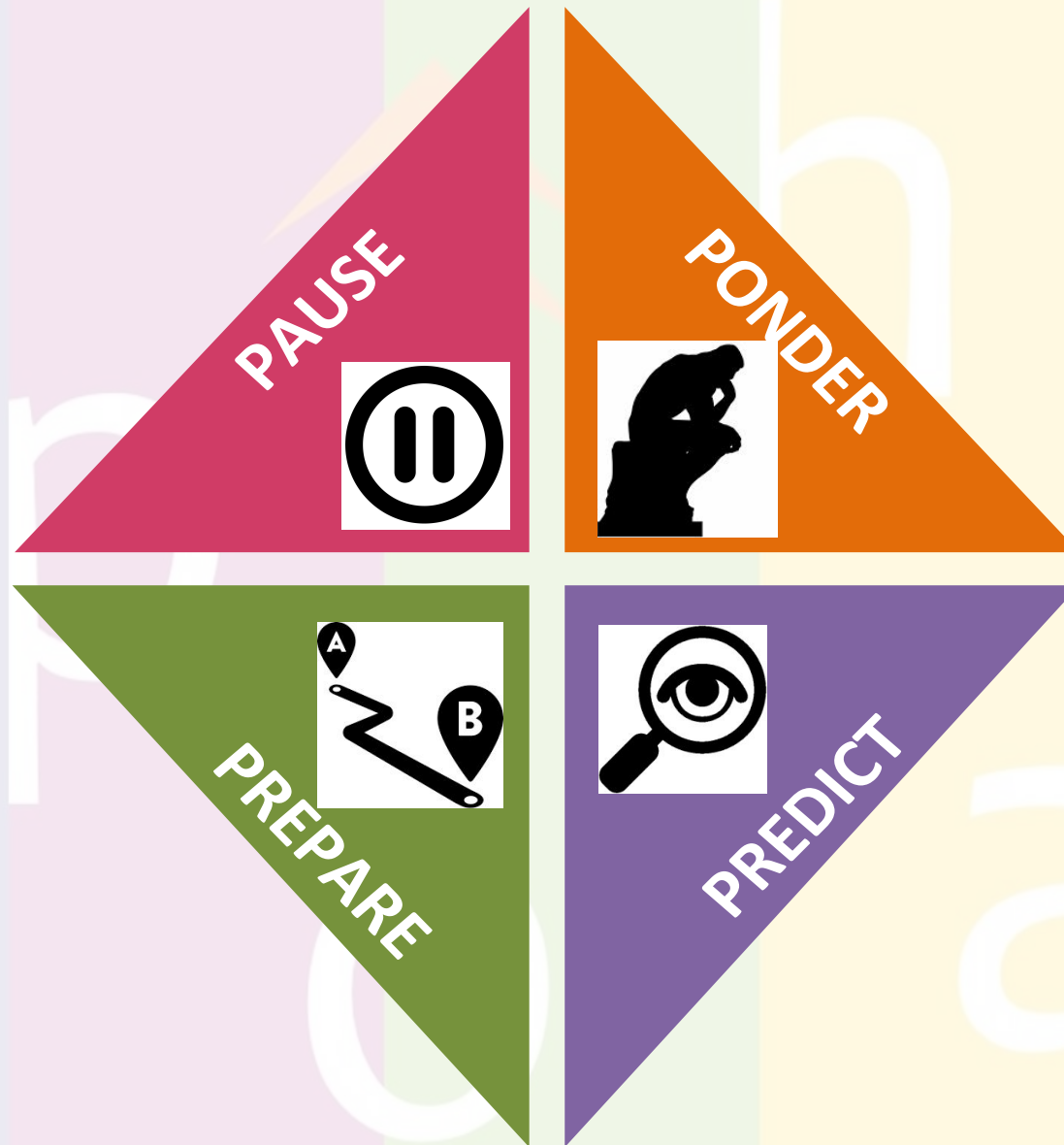
*Softer underbelly of an organization*



Remember that the proof of the pudding lies in eating



The journey towards building an agile business strategy begins now





# Thank You



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