

# Strategy Implementation

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MANOJ ONKAR & TEAM

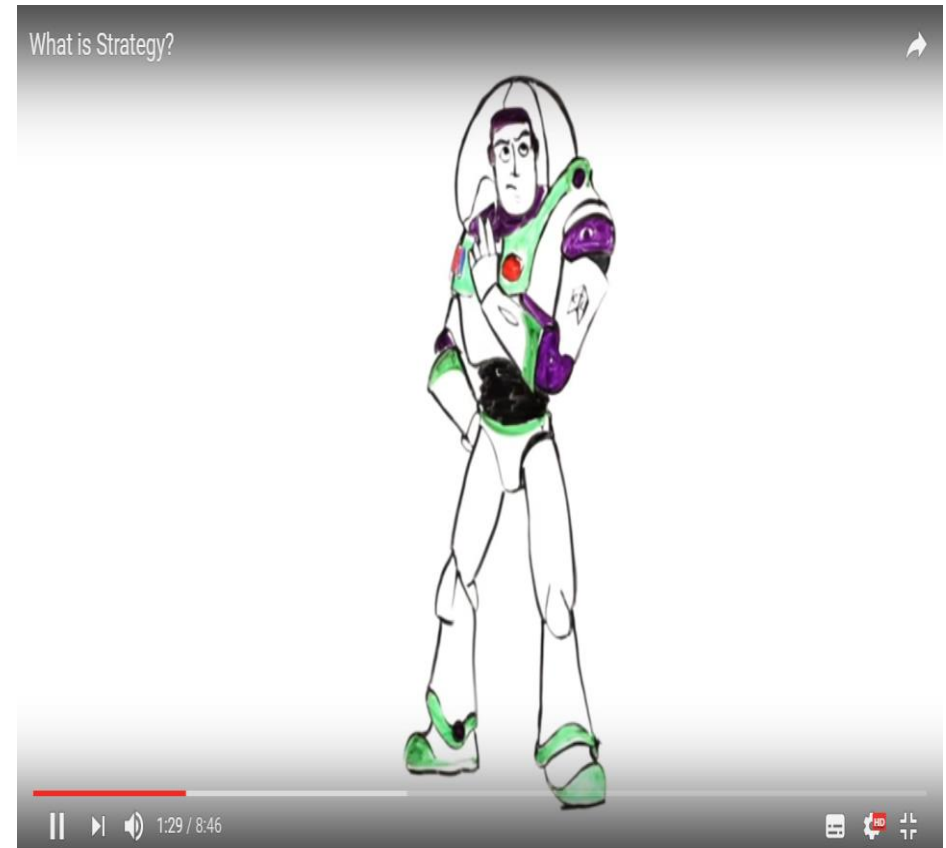


**MANAGEMENT INNOVATIONS**

Vision to Implementation



# What is Strategy?



# Michael Porter's comments on Strategy

## What **Is** a Strategy?

- A **unique value proposition** compared to other organizations
- A **different**, tailored value chain
- Clear tradeoffs, and choosing what **not** to do
- Activities that **fit** together and reinforce each other
- **Strategic continuity** with continual improvement in realizing the strategy

## What is **Not** a Strategy?

- Best practice improvement
- Execution
- Aspirations
- A vision
- Learning
- Agility
- Flexibility
- Innovation
- The Internet (or any technology)
- Downsizing
- Restructuring
- Mergers / Consolidation
- Alliances / Partnering
- Outsourcing
- Internationalizing



An overview of Blue Ocean Strategy by Prof. Renée Mauborgne and W. Chan Kim

| Red Ocean Strategy   | Blue Ocean Strategy  |
|--|--|
| <b>Compete in existing marketplace</b><br>Increase Market share              | <b>Create uncontested marketplace</b><br>Increase Market                       |
| <b>Exploit existing demand</b><br>Get bigger share of customers              | <b>Create and capture new demand</b><br>Look for non-customers                 |
| <b>Either differentiation OR low cost</b><br>Don't get 'stuck in the middle' | <b>Differentiation AND low cost</b><br>Simultaneous pursuit – Value Innovation |
| <b>Segment the Market</b><br>Focus on special needs                          | <b>De-segment the market</b><br>Look for widely shared needs                   |
| <b>Strategy Execution follows Formulation</b>                                | <b>Strategic Alignment</b><br>Value, Profit and People Propositions            |



# What is your Strategy?

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What is your Organizational Strategy?

Is everybody in the top management clear and have the same indepth understanding of the Corporate Strategy?

Is your organization an SFO – Strategy focussed organization?

What are the barriers?

People/ Processes/ System/ Org. Structure/ Nature of Industry ?



# Balanced Score Card (BSC)

**Strategy Implementation Tool which leads to the following benefits :**

- Helps clarify and fine tune the strategy
- OD Tool that helps identify the blind spots for the Organization
- Clarifies Priorities and helps channelize energy to the most important organizational initiatives
- Helps organizations destroy the silos culture
- Triggers balanced sustainable growth
- Transforms Productivity
- Brings Cause and Effect relationship between competency, culture and capabilities to high quality processes leading to customer delight and profitable enterprises

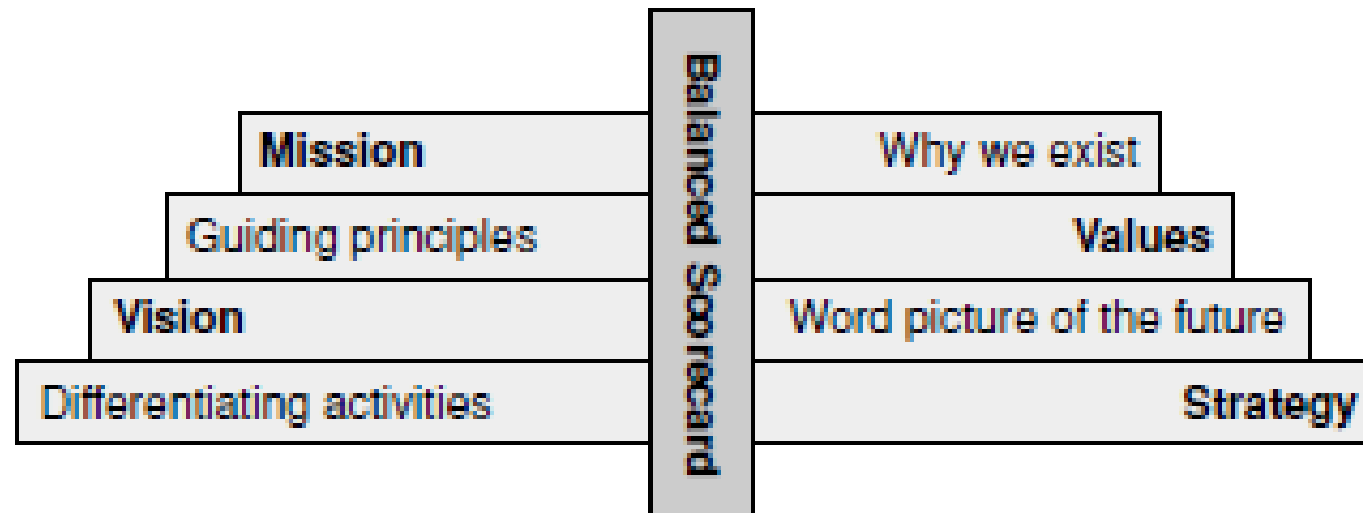


# HBR on The Balanced Scorecard



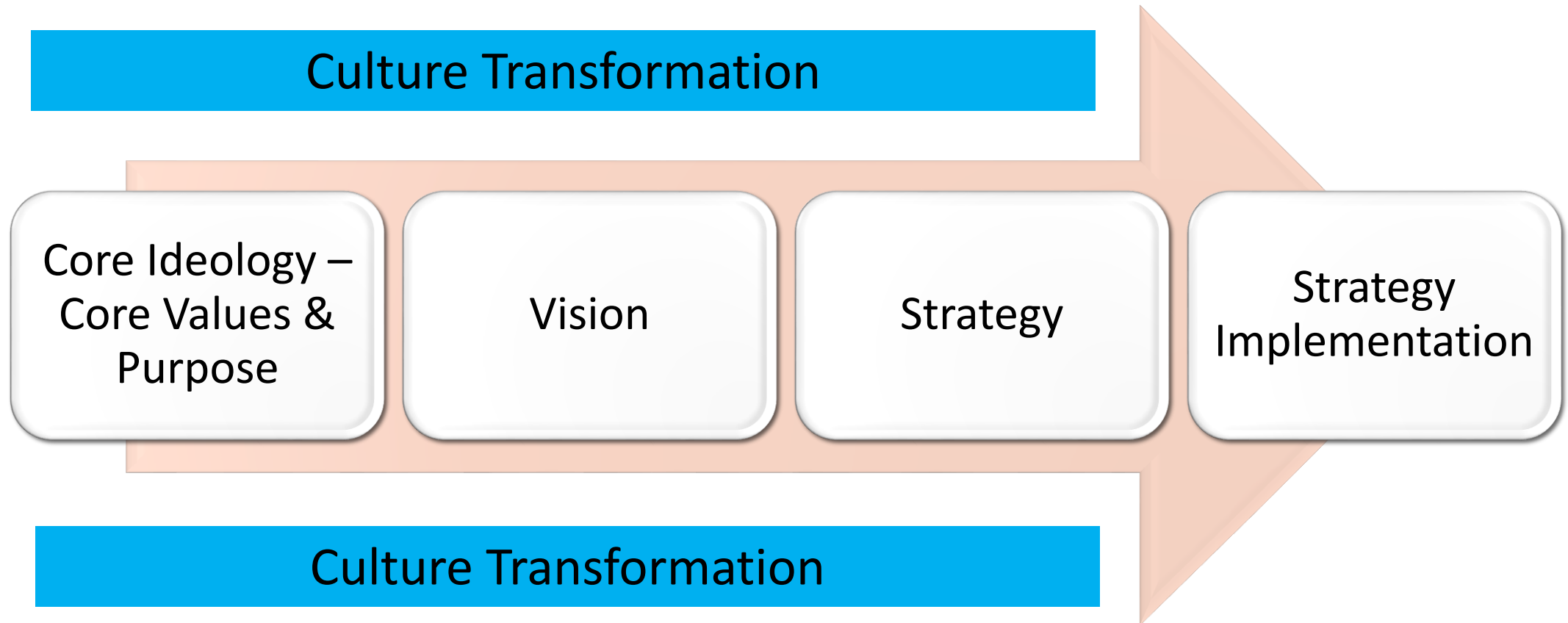
The Balanced Scorecard helps translate the Values, Mission, Vision and Strategy into real implementation

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# The Steps for Re-energizing the Organization



# Overview of the Steps for Strategy Implementation



# Scope +

Recommended Initiative to support successful implementation

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Other Initiatives that we can support in and are fundamental in successful implementation of any organizational change project:

1. **Culture Transformation**
2. **Leadership Development Framework**
3. **Managerial and Supervisory Development**



# Project Duration

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**Project Duration:** Approximate 1 Year

**Fees:** To be mutually aligned based on Scope finalized

**Payment Pattern:**

1. First Instalment : 33 % of the Annual Fees to be paid at the time of signing the Contract
2. Second Instalment: 33% of the Annual Fees to paid at the end of 3rd month
3. Third Instalment: 34% of the Annual Fees to paid at the end of 6<sup>th</sup> month

**Extras:**

1. Travel, Lodging & Boarding, Local Conveyance, Per Diem etc.,
2. All government taxes
3. Third party charges: as and when applicable



# MANAGEMENT INNOVATIONS

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We are a professional consulting organization with focus on people and organizational transformation

## **CORE VALUES: This is Who We are**

- 1. Commitment to Client Success**
- 2. Competent Contribution**
- 3. Long Term Relationship**
- 4. Result Orientation**

## **PURPOSE:**

Transforming Organizations to cause an empowered Society



# Founder Consultant – Manoj Onkar



- ☐ 24 Yrs. Experience
- ☐ OD Expert
- ☐ Strategy Consultant
- ☐ Organization Builder
- ☐ Leadership Development Champion
- ☐ Master Coach
- ☐ Master Trainer
- ☐ Committed Learner

- Setting up schools and educational institutions for Calorx & Zydus Cadila
- Training, Certifying ,Coaching and managing delivery quality of :  
**125 B2B Trainers and Coaches,**  
**100+ B2C Trainers and Coaches and**  
**200 + School Teachers**
- Establishing Landmark Education Gujarat Operations ( B2C )
- Rebuilding NIS Sparta Operations in India (B2B )
- Consulting and Executive Coaching SMEs
- Core Ideology and Vision Workshops for companies and organizations
- In-depth Strategy Implementation Consulting for  
a host of companies

## Important Assignments:

- **Calorx (Delhi Public School & Others)**
- **Zydus Cadila**
- **NIS SPARTA (Reliance Group)**
- **LANDMARK WORLD WIDE**



# Key Associates

Ferdi D'Souza, U.K



- 30 Yrs. Experience
- International Consultant
- Personal & Organizational Transformation
- World Leader
- Leadership Development Champion
- Master Coach
- Master Trainer

## Important Assignments:

- Setting up Landmark Education Operations in India. Landmark Education is World's largest personal transformation organization
- Delivered Training and Consulting World wide
- Key Clients:
  - Chevron
  - UNICEF
  - Danone
  - A Railway Company in UK
  - Large Financial Services and Insurance Organization
  - International Aluminum Mining Company
  - Global Oil Company



# Corporate Partner

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## B Con Japan

\* 50 Year Old Training and Consulting Company with 400 Trainers

Dedicated Training and Consulting Products for Organizational Development including

1. **LIFO** ( Life Orientations – For Breakthrough in Teamwork and Communication)
2. **THE** ( The Human Element – Advanced Version of FIROB, for people and organizational transformation and leadership Development)
3. **ITS** – Innovative Thinking System – Transforming People into idea generators and breakthrough project creators
4. Climate Surveys and other OD Tools





# Other Associates

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We have an associate team of 100+ trainers and consultants across India specializing in various industries from Telecom, Pharma, Education, Retail, Automobile and many more

We also have a chosen associate team comprising of senior consultant and trainers in US, UK , Japan, Philippines and Singapore who can deliver services globally

Our Corporate Associate team includes companies specializing in globally approved training programs, gamification companies, psychometric tools, OD tools etc.,





**MANAGEMENT INNOVATIONS**

Vision to Implementation

Thanks for the Opportunity

We appreciate the opportunity to discuss our offerings with you and look forward to working together to create extra ordinary results for your organization

MANAGEMENT INNOVATIONS

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