

On 17<sup>th</sup> January, 2020, Prof. Ranjan Das, addressed the students of MBA Dept. on “Strategic Choices for Business Value Creation: Financial and People Aspects.” It was a very informative and mind changing seminar on how strategy works in progress or downfall of organizations. Prof. Ranjan Das, having 45 years of experience in industry, teaching, training, consulting and entrepreneurship, lead us on the journey of how “The Strategy Academy (TSA)” was formulated.

Along with a PhD in Strategic Management from IIM A, Prof. Ranjan Das has also written 6 books and many case studies and articles. He has been independent director of several companies and currently in association with various IIMs as a teacher. It was honorable to share space and time with the professor as very insightfully he explained how Steve Jobs did not only build a company but also shaped the future.

Few golden pointers from the seminar were –

- A strategy should be such that either it shapes the future or adapts the future citing the example of emergence of Facebook and acquiring of WhatsApp.
- Before planning and implementing any strategy, the organization should ask and answer following three questions: Where do you compete? How do you compete? Whom do you compete?
- The organization should always keep core focus on sales and customer satisfaction.

Written by  
-Perna Lahoti

