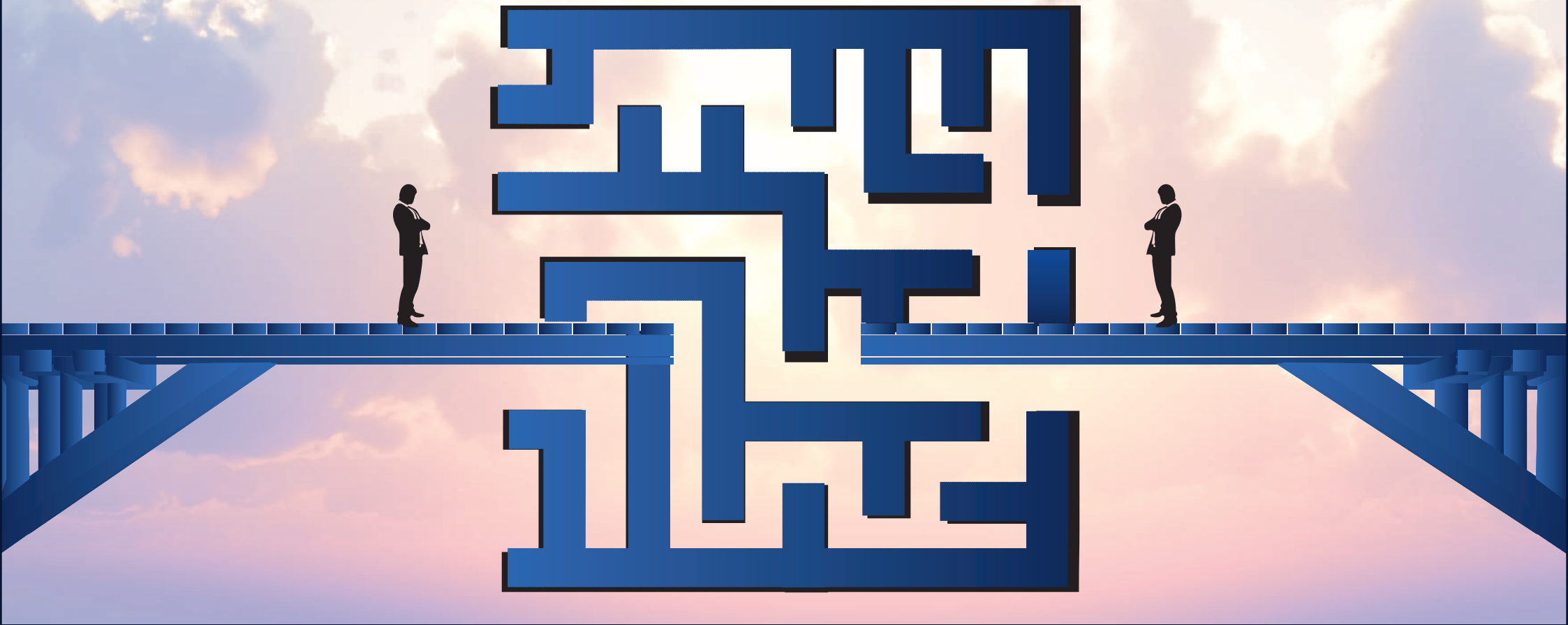


Strategy Implementation

August 11 - 13, 2025



विद्याविनियोगाद्विकासः

**Executive
Education**

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

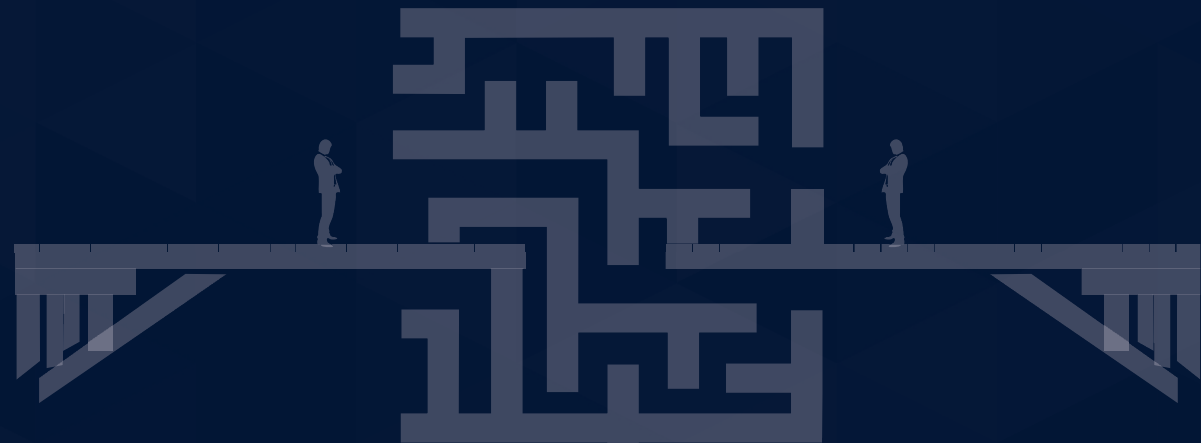
Strategy Implementation

August 11 - 13, 2025

The role of strategist is not just to formulate strong strategies but also to convert them into results through effective implementation. The growing importance of strategy implementation can be judged by the fact that top managers attribute organisation's ability to deliver superior and sustainable performance to superior execution. Even entrepreneurs are increasingly being evaluated not just on ideas but for their ability to scale up pilot projects. This programme provides an opportunity to understand and examine the various insights, context, and tools that managers/policy makers/entrepreneurs can employ to implement key strategic initiatives. Participant will learn that strategy implementation architecture spans across top management, middle management, and operational staff. Through case discussion and role plays, participants would learn how organisational structure, people, leadership, processes, and monitoring systems are to be aligned with strategy to guide effective implementation.

Objectives

- Delineate the strategy formulation process
- Explore role of middle managers in strategy implementation
- Evaluate alignment between organizational structure and implementation
- Design systems for monitoring execution
- Provide a platform for sharing experiences in implementing growth strategies in different contexts



Programme Highlights

The programme would cover the following aspects of Strategy Implementation:



Strategy Formulation Process

- Influence of key stakeholders on strategy formulation
- Strategic leadership
- Relevance of organization capabilities for implementation



Role of Middle Managers in Strategy Implementation

- Balance Scorecard
- Top-down and Bottoms-up strategy formulation
- Communicating strategy



Building Committed Teams

- Right Team configuration
- Inspirational (affective) leadership
- Negotiation in problem solving



Organizing for Implementation

- Change management
- Influencing tactics
- Organization Structure



Organisational Alignment

- Role of vision & mission: purposeful organization
- Pervasive commitment
- 7S framework



Management Control Systems

- Dashboards for performance management system
- Resource allocation
- Finance versus operational control systems

Participants' Profile

The programme is meant for:

- Managers and policy makers- who are entrusted with the task of rolling out key strategic initiatives
- Entrepreneurs- who want to convert ideas into results
- Consultants-who work with clients to implement recommendations.

Pedagogy

The programme would use a mix of pedagogies like case method, panel discussion, role play and simulation and presentations.

“The faculty has designed this course very wisely as it explains important topics around Strategy formulation & implementation. The course covers the subject matters around Strategy Implementation via the people & process areas as well and helped me observe a few vital elements and aspects with a different perspective and taught how strategy implementation and approaches can be used to overcome the impediment factors. The programme has benefited me at work for my software deliveries! I recommend this course for all the professionals who would like to attain the role of a Chief Strategist in future.”

Rani Aher

Senior Project Manager
Infosys Ltd



Faculty

Prof. Sunil Sharma

Email: sunilsharma@iima.ac.in

Sunil Sharma is a Professor of Strategy at IIM Ahmedabad where he teaches courses on Strategic Planning, Strategy Implementation, and Leading Professional

Service Firms. He holds a Ph.D in Strategy from IIM Ahmedabad.

Prior to joining IIM Ahmedabad, Sunil has worked for 16 years in large corporations like McKinsey, ONGC, and NTPC. His most recent corporate stint was with Tata Power in a CXO role leading Strategy, Innovation, and Business Collaboration. He has also served as an Independent Director for ZEE entertainment and Madhya Gujarat Vij Company Ltd.

Sunil has held various administrative positions at IIMA and member of several program review committees. He was the Chairperson of IIMA Executive Education from 2018-21 and of IIMA's one year MBA (PGPX) from 2016-18. He is currently the Chairperson of IIMA Centre on Incubation and Entrepreneurship.

Sunil has designed and delivered more than hundred executive development courses for senior executives working in the private sector, entrepreneurs, bureaucrats in government, and public sector professionals. Sunil regularly advises companies on their strategy and organizational related issues.

He has presented papers in leading international conferences and his work on capability building, innovation, and growth challenges has been published in international journals. He has also written cases on the topics of growth strategy, transformation, and management consulting.



How To Apply

To register for the programme, fill in the application form through the link below:

<https://shorturl.at/jkFEt>

The closing date for receiving applications is July 28, 2025. All applications are subject to review and approval by the programme faculty (usually after the due date for receiving applications). A formal acceptance letter will be sent to the selected candidates.

For more information, please write to us at mdp-info@iima.ac.in, connect with us on WhatsApp at **6357435951**, or call us at **07971524624**.

Certificate

A Certificate of participation will be awarded to the participants by IIMA. The participants should fulfill the requirement of 100% attendance in order to receive the certificate. Absence from any session needs to be with the prior approval of the Programme Faculty Chair.

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation either on campus or with empanelled hotel partner.

Programme Fee & Payment

INR 1,20,000+ GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fee, programme materials, boarding and lodging.

The programme fee along with the application form should be received by the Executive Education Office latest by **July 28, 2025**.

In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If an application is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer

1. Name of Beneficiary: **Indian Institute of Management Ahmedabad**

2. Savings Bank A/c **IIMAHMOEP**

HDFC Bank Limited, Ahmedabad Vastrapur Branch (IFSC Code: HDFC0000048, MICR Code: 380240003)

3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)

4. Purpose of Remittance: **Strategy Implementation**

5. IIMA Permanent Account Number (PAN): AAAT1247F

6. IIMA Tax Deduction Account Number (TAN): AHMI00189A

7. IIMA GST Registration Number: 24AAAT1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway

For more information, please visit the respective programme on our website:

https://exed.iima.ac.in/pay-prg-online.php?prg_id=4321ba5b-aa0d-a54c-83f8-67bc71707b67

Early Bird Discount: Applications received with payments on or before **July 21, 2025**, will be entitled to an early bird discount of 7%. Early submission of fee and application does not, however, guarantee acceptance of the application.

Group Discount: Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Programme dates and fees are subject to change at the discretion of the Institute.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA-FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA-PGPX)
- Short duration Executive Education programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- ePost Graduate Diploma in Advanced Business
- Analytics (ePGD-ABA)
- Armed Forces Programme (AFP)
- Blended Post Graduate Programme in Management (BPGP)

The Institute has 100 plus faculty members working in the following management areas and centres:

Disciplinary Areas and Groups

- Centre for Management in Agriculture
- Communication
- Economics
- Finance and Accounting
- Human Resources Management
- Information Systems
- Marketing
- Organisational Behaviour
- Operations and Decision Sciences (O&DS)
- Public Systems Group
- Ravi J Matthai Centre for Education Innovation
- Strategy

Research Centres

- Ashank Desai Centre for Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Management of Health Services
- Centre for Sustainability and Corporate Governance Research
- Centre for Transportation and Logistics
- Gender Centre
- IIMA Ventures (Formerly known as IIMA-CIIE)
- India Gold Policy Centre
- JSW School of Public Policy
- Madan Mohanka Centre of Excellence in Case Method of Learning
- Misra Centre for Financial Markets and Economy
- NSE Centre for Behavioral Science in Finance, Economics and Marketing



विश्वविद्यालयमहाराष्ट्र

Executive Education

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

Vastrapur, Ahmedabad – 380 015, India

Phone: +91-79-7152-4624 | WhatsApp: +91-63-5743-5951

Email: mdp-info@iima.ac.in | Website: <https://shorturl.at/jkFEt>