



**Institute of
Management Technology**
Ghaziabad, Delhi NCR



STRATEGIC VALUE CREATION

About Us

Established in 1980, IMT Ghaziabad is a premier AACSB-accredited management institute in India, known for its strong emphasis on Innovation, Execution, and Social Responsibility in leadership development. Consistently ranked among the top business schools in the country, IMT boasts of a robust alumni network with over 1,000 C-suite leaders across global organizations. The Executive Education (ExEd) arm actively collaborates with industry, government, and the social sector to design and deliver customized programs rooted in sector-specific research and future-ready learning, ensuring maximum relevance and impact.

Program Context

Value Creation is at the heart of any business. Yet, the concept of value is understood differently by different stakeholders, viz., customers buy a product or service for its value proposition, an employee works for an organization because she is valued for her competence, or an investor invests in an organization based on the valuation she has estimated. Value comes in all kinds of shapes and sizes, but it doesn't exist – it has to be created! Value creation helps an organization succeed and, in the longer run, creates a competitive advantage. The competitive advantage is sustainable as long as the created value is meaningful for the stakeholders. Thus value creation has to be strategic in nature. In other words, crafting a strategy is just one aspect of value creation, the other being the execution of that strategy.

This program is designed for decision-makers to understand the process of value creation and score over the competition. This program will offer a toolkit to the decision-makers to craft strategies and execute them successfully. The toolkit will help the decision makers to 'connect the dots' and learn the art of enhancing returns multifold.

Program Objectives



- Understand the design and execution of a good strategy
- Understand the importance of value creation and its linkage with Strategy
- Develop competence in Strategic Thinking

Deliverables



Module 1 – Introduction to Strategic Thinking and Understanding Business Environment

- The concept of strategic value creation
- The challenges and barriers to organizational success
- Core frameworks for Strategic value creation

Module 2 – Developing Strategic Problem-Solving Skills

- How to Frame and Solve Complex Business Problems
- Critical Thinking Techniques for Managers
- Avoiding Cognitive Biases in Decision-Making

Module 3 – Strategic Decision-Making

- How to Anticipate Future Business Trends
- Identifying Risks and Uncertainties
- Making Strategic Decisions Under Uncertainty

Pedagogy



- Case Discussions
- In-class exercises
- Discussions and Presentations

Target Audience



The program is aimed at middle-level managers, department heads, or vertical heads. Founders and CEO's of startups would also benefit significantly from this program.

Program Director



Dr. Shalini Rahul Tiwari

Associate Professor

Area: Strategy, Innovation
& Entrepreneurship

Dr. Shalini is a Fellow of the 'Institute of Directors' and an Associate Professor in the area of Strategy, Innovation & Entrepreneurship at IMT Ghaziabad. She is the President of the Institute Innovation Council (IIC), NISP Coordinator (National Innovation and Start-Up Policy) for the institute, and Faculty Mentor for the Entrepreneurship

Cell (E-Cell). She teaches courses such as – Strategic Management, Strategy Implementation, Strategy Simulations (Capsim, Marketplace, and EnParadigm), Entrepreneurship and Business Development in India, Strategies in Emerging Markets, and Design Thinking. She has a Ph.D. in Strategic Management from MDI, Gurgaon, India. Having served in various capacities, she has gathered a rich experience of 24 years. She is interested in academic administration, research, teaching, training, and consultancy. She has written several research articles, case studies, book chapters, short articles, and books for various international and national publications. Her book on Design Thinking (Wiley India) is a best-selling textbook in this subject.

She is a very active and engaged trainer and facilitator. She has successfully delivered training programs to well-known corporate giants such as – Reckitt Benkiser, Maruti Suzuki, True Value, Coca Cola (India), GMR- Delhi Airport Authority of India, The Times of India (Bennett Coleman Ltd), AMDOCS, Airport Authority of India, Hero Moto Corp Ltd. Indian Postal Academy, etc.

She is a certified case teacher and writer by the Harvard Business School. She has attended several training programs on upcoming knowledge domains such as Design Thinking by KPMG, Strategic Thinking and Leadership by Wharton, Penn University; and Creative Strategy by Columbia Business School, USA.

She is an IICA-certified ESG and CSR consultant and trainer. She is also empanelled as an 'Independent Director' (IDDDB-NR-202005-027013 and DIN 09357650). She is an Independent Director at Intec Capital Ltd., Cranex Ltd., and Magnum Ventures Ltd. She is an Associate Editor for Emerald Emerging Markets Case Studies Journal (<https://www.emeraldgrouppublishing.com/journal/emcs#editorial-team>). She has also been a part of grand jury for CSRBox.

She has been invited to deliver several programs at international institutions such as – The Burgundy School of Business (France), The KEDGE Business School (Bordeaux, France), EESCA Business School (Shanghai, China) & IMT Dubai.

She has presented her research at various prestigious conferences and forums such as Academy of Management (AoM), Eastern Academy of Management, Australia & New Zealand Academy of Management, Asia Pacific Knowledge Management Conference, Smart Business Networks initiative, International Conference on Knowledge Management, and so on.

Besides teaching and research, she is engaged with relevant stakeholders to develop innovative solutions. She is an active supporter of causes such as – education for children, sustainability, and women empowerment.

Administrative Details

Mode: Offline

Venue: IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

Note: On successful completion of the program, the participants will be awarded a Certificate of Participation from the Institute.

Management Development Program Office

Dr. Shailja Agarwal

Professor: Business Communications
Chairperson: Management Development Programs
☎ Ph.: 0120-4083260
✉ mdp@imt.edu, sagarwal@imt.edu

Dr. Richa Saxena

Associate Professor: HRM
Co-Chairperson: Management Development Programs
☎ Ph: 0120-4083256
✉ mdp@imt.edu, rsaxena@imt.edu

Ms. Deepika Tomar

Executive- MDP Programs,
☎ Ph. 9953418272, 0120-4083482,
✉ mdp@imt.edu, dtomar@imt.edu