



Executive Education

Programme Dates: June 20 - 24, 2004



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Transformational Leadership:

Tapping into your Personal DNA

Transformational Leadership: Tapping into your Personal DNA

Programme Dates : June 20 – 24, 2004

Fee : Rs 1,25,000 or US\$ Equivalent

Venue : ISB Campus, Hyderabad

Faculty : **Dr Prasad Kaipa**
CEO, SelfCorp, and Founding Director,
TIE – Institute for Entrepreneurs



For most senior executives in large organisations and CEO's of medium sized enterprises, the day to day operational challenges are immense and can often be overwhelming. In the middle of growing complexity and increasing pressures from all directions, you have to set clear strategic direction (for your organisations and yourself), evoke passion and commitment in people who work for you, and learn

how to harvest creativity into innovative products and services for the organisation to sustain and grow competitively in the long run.

This programme will help you achieve this. The basis for this programme is an intense 17-year action-research into the nature of learning and thinking, achieved by interviewing Nobel laureates, over 100 CEO's, successful athletes, musicians, psychologists, brain researchers, and spiritual leaders.

This path breaking research reveals that each person has a unique 'essence' or DNA which when tapped, clarifies purpose, evokes passion, unleashes leadership, and harvests creativity. This process is called 'Igniting Your Natural Genius', and will help you to come up with action steps to transform your organisation. It has successfully helped other senior executives and business leaders from the corporate, academic, and political fields in USA, Sweden, UK, Japan, Korea, and India.

Who should attend?

This programme is for Managing Directors and CEO's of successful private and large enterprises, Presidents, business heads in charge of business divisions, entrepreneurs (owners of medium sized organisations), leaders of family firms, family owners of family firms, and next generation leaders of family firms.

How will I benefit?

The course will start with a focus on "here and now" operational issues. To ensure maximum benefit, we recommend that you prepare by drawing up a list of "Top 10" issues that are bothering you, and the measures you have already attempted to fix those issues.

Through a highly action-learning oriented approach the programme will help you to identify the "wicked" problems - problems that have multiple right answers to a single problem, or no viable clear-cut solution to a major problem - and assist you in coming up with approaches to resolve them in your organisation. A powerful feature of this programme is the opportunity to understand how other leaders tackle these issues. This will also be a unique opportunity to network and learn from a focused peer group.

In this course you will begin to

- Clarify your larger purpose, identify your core incompetence, learn to manage your energy, and create an alarm system to prevent unnecessary energy drains.
- Become aware of your market and the people who work for you.
- Act more purposefully, communicate more effectively, and listen more openly.
- Discover the source of your leadership, energy and passion. In addition you will learn that in replenishing your energy, you contribute to the development of other leaders.
- Become a more effective leader instead of just being an efficient leader.
- Learn to think creatively, and leverage new opportunities in addition to being more productive.

Programme Content

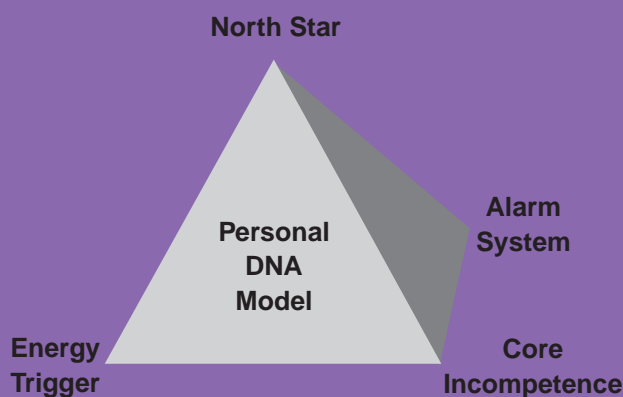
There are no cases, no traditional lectures, and no linear presentations. There is rather an active, conversational approach, relying upon a variety of methods:

- round-table discussions
- story-telling and use of poetry
- participant presentations and discussions
- movies
- experiential exercises

The emphasis is on you, the top manager, as the substance and vehicle of your own learning aided by your counterparts in other organisations.

You will gain insights into who you are through the personal DNA map which can be represented with four cornerstones as shown below.

Personal DNA Model



Each cornerstone can be understood based on one key question. 4 key questions enable you to understand your corner stones.

- What is your North Star (highest aspiration) that would ignite your natural genius?
- What is your Core Incompetence? Where is your foot nailed to the floor?
- What triggers your energy when you feel sapped? In other words, what is your key Energy Trigger?
- What kinds of activities, mindsets, and processes drain your energy? What kind of Alarm System do you have to create before you react so that you can be effective, successful, and joyful?

Through focused inquiry, targeted exploration, and dialogue with your peers facilitated by faculty, the process of mindset change and transformation begins with:

- Identifying the 4 corner stones of your personal leadership DNA
- Understanding how you focus on each cornerstone. Focusing on only one and ignoring the other three will limit your ability to lead and succeed.

Based on the insights gained and a new found awareness of your potential and capacities, you then apply this understanding to specific issues that need to be resolved in your organisation.

Who is the faculty?



Dr Prasad Kaipa

■ Founder and CEO of the SelfCorp, a CEO and senior executive development company; the Managing Director of the Mithya Institute for Learning & Knowledge Architecture, a research based

non-profit consulting firm; and Adjunct Professor at the Saybrook Graduate School, USA.

■ He is currently on the board of directors/trustees of several organisations including the Society for Organizational Learning (created around Peter Senge's learning organisation concepts), Intertec Communications (India), the Hindu University of North America, and Spirit of India.com. He is also the Founding Director of

TIE – Institute for Entrepreneurs, an advisor for Athena Interactive, and DannemillerTyson Associates and Gatherings for Ecoculture.

■ He has consulted for Boeing, Mobil, Ford, Sun, Quaker Oats (Pepsi), Navigation Technologies, BAE Systems, Sasken, Mastek, and Pacific Bell in developing their leaders through executive coaching, executive education programmes, and personal mastery work. Executives from companies like Cisco and HP have worked with him in developing knowledge business models for creating a new business and in coming up with unique, “brandable” product design that is consistent with their culture.

■ He has written extensively; his book *Discontinuous Learning: Reflections on Aligning Life and Work* is scheduled to be available in 2004.

	Sunday June 20	Monday June 21	Tuesday June 22	Wednesday June 23	Thursday June 24
Morning		Context Setting and Participant Agenda	Thinking & Creativity	Core Incompetence & Leadership	Participant Presentations
Afternoon		Mindsets & Transformation	North Star Exploration	Energy Trigger and Drains Book Reading	Feedback and Closing Comments
Evening	Programme Overview and Opening Dinner	Possible Movie and Reflections	Possible Movie and Reflections	Closing Dinner	

How do I apply?

You will need to complete and return the enclosed application form to the Manager – Marketing Services. You can also download an application form from our website at www.isb.edu/execed

Please include the cheque/draft towards the programme fee along with your application.

Selection criteria

We carefully select potential participants to ensure that everyone gains the maximum possible benefit from our programmes and is able to make a full contribution to group activities. We may also consider your organisation's objectives in sending you for the programme. Please apply early so that we can review your application as quickly as possible.

What is the programme fee?

The fee for this programme is Rs 1,25,000 or US\$ equivalent. This includes all tuition, course material, accommodation, and meals.

All Executive Education Programmes are fully residential, and accommodation will be provided in the ISB executive housing.

Please refer to the application form for information on our cancellation policy. Should we be unable to accept your application for any reason, your payment (cheque/draft) will be returned to you.

How do I get more information?

Mail/Fax us the Application Form or contact Marketing Services.

Mail : Marketing Services
Centre for Executive Education
Indian School of Business
Gachibowli
Hyderabad-500 019
INDIA

Phone : +91-40-2300 7041/42

Fax : +91-40-2300 7040

Email : execed@isb.edu

Website : www.isb.edu/execed



About the School

The Indian School of Business

The aspirations of ISB's founders in creating this unique institution is to groom the next generation of business leaders for the region and the world. Our Executive Education Programmes are shaped with the simple objective – to expose the best in management talent from around the world to the best in management thinking from around the world.

Unprecedented & Extraordinary Lineage

The ISB Governing Board comprises of top business leaders, entrepreneurs, and academics from some of the most highly respected institutions in business and management

education from across the globe. ISB has formal affiliations with three of the world's leading business schools – The Kellogg School, The Wharton School, and London Business School.

Reputed & Diverse Faculty

Faculty for Executive Education Programmes is drawn from the ISB's resident faculty, faculty from top global business schools, and successful business leaders with a flair for teaching. The ISB faculty are thought leaders in their respective fields, and have distinguished themselves as researchers, management theorists, policy makers, and consultants.





Global Content and Business Focus

The ISB founders believe that today's leaders require innovative business and management skills to drive success in a contemporary business world that is flush with ever increasing

opportunities and challenges. Our Governing Board has ensured that our programmes focus on topical business issues facing corporations the world over. Their participation has given learning at the ISB a pragmatic approach to solve real world business problems.



World-class Facilities and an Inspirational Campus

Understanding that the environment enhances the learning experience, our 250-acre campus combines impressive infrastructure and facilities with serene landscapes. Students at the ISB enjoy academic, residential, and recreational facilities equal to those at the best business schools in the world. Our inspiring campus provides the perfect setting for a professionally rewarding and personally enriching experience.

Partner Schools



The Governing Board

Anil Ambani *	Vice Chairman and Managing Director Reliance Industries Limited	Donald Jacobs	Dean Emeritus Kellogg School of Management	Henry Paulson, Jr	Chairman and CEO Goldman Sachs and Company
Bernard Arnault	Chairman and CEO LVMH	Dipak Jain	Dean Kellogg School of Management	Rajendra Pawar *	Chairman NIIT Limited
Rahul Bajaj *	Chairman and Managing Director Bajaj Auto Limited	K V Kamath *	Managing Director and CEO ICICI Bank Limited	Teh Kok Peng	President GIC Special Investments Pte Limited
Manvinder S Banga *	Chairman Hindustan Lever Limited	Uday Khemka	Director SUN Group of Companies	Girish Reddy *	Former Managing Director Goldman Sachs International
Scott Bayman	President and CEO GE India	Vinod Khosla	General Partner Kleiner Perkins Caufield & Byers	Arun Sarin	Chief Executive VODAFONE Group PLC
Riley Bechtel	Chairman and CEO Bechtel Group, Inc.	Bon-Moo Koo	Chairman LG Chemical Ltd./ LG Electronics Inc.	James Schiro	Chief Executive Officer Zurich Financial Services
Martin Broughton	Chairman British American Tobacco PLC	Anil Kumar *	Director McKinsey and Company, Inc.	Jurgen Schrempf	Chairman Daimler-Chrysler
Ronnie Chan	Chairman Hang Lung Development Company	Sanjay Kumar	President and CEO Computer Associates International Inc.	Ajay Shah	Shah Management
Pumendu Chatterjee *	Chairman The Chatterjee Group	Vijay Mahajan *	Dean Indian School of Business	Anajit Singh *	Chairman Max India Limited
Keki Dadiseth *	HPC Division Director Unilever PLC	Arjun Malhotra	Founder and CEO TechSpan, Inc.	Pramath Raj Sinha *	Founding Dean, ISB and Principal McKinsey and Company, Inc.
Michael S Dell	Chairman Dell Computer Corporation	Aman Mehta	Former Chief Executive Officer HSBC Limited	Charles Miller Smith	International Advisor Goldman Sachs International
Yogesh Deveshwar *	Chairman ITC Limited	Victor Menezes	Senior Vice Chairman Citigroup	Martin Sorrell	Chief Executive Officer WPP Group PLC
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Adi Godrej *	Chairman The Godrej Group	Yoshihiko Miyauchi	Chairman and CEO Orix Corporation	Laura Tyson	Dean London Business School
Prabhu Goel	Chairman iPolicy Networks	Mark Moody-Stuart	Director HSBC Holdings PLC	Daniel Vasella	Chairman and CEO Novartis International AG
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Gabriel Hawawini	Dean INSEAD	Deepak Parekh *	Chairman HDFC		

* Member of Executive Board



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