

Virtual Workshop on Create and Nurture your Purple Cows



21st AUGUST 2020 | 10:00 am to 1:00 pm

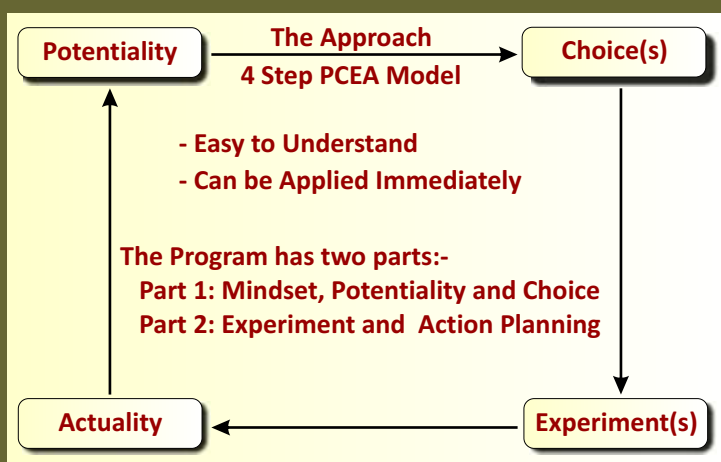
**Investment:
INR 3000 + 18% GST
per participant**

CHASE THE REMARKABLE...DIFFERENTIATE!

When a business starts out, it usually finds a definite profitable niche. Overtime, this advantage vanishes and the competitive arena becomes brutal. Constant rejuvenation is the name of the game but few are able to do this. Today, it has become even more critical for businesses to re-configure and create the winning magic for the current context. Let us not waste this crisis. Let us create our winning purple cow(s) and just to clarify, your purple cow(s) could be :

- a remarkable business model
- a super distinctive product
- an inspiring culture which is suited for the times

AND even ways of refreshing the teams' mindset attuned for constant innovation OR all of the above..



WHO SHOULD ATTEND

- ☞ Business Leaders
- ☞ Strategists
- ☞ CXO
- ☞ Executives Wanting to Rediscover Spark
- ☞ Founders
- ☞ Innovation Officers
- ☞ Planners

Key Takeaway: You Will Create And Take A Purple Cow Back



TD Chandrasekhar, An alumnus of IIT Delhi and XLRI Jamshedpur, has more than 30 years of senior management corporate experience in India, US and Southeast Asia. He currently consults and facilitates senior management programs in Strategy and Innovation for leading organizations both for large and small organizations across sectors (for profit, social, govt, and international agencies). He has coached over 100 senior executives and has facilitated workshops with over 15000 middle to senior executives in general management topics. TD's last corporate role was as Head of Ameriprise India, which he set up for the parent organization, ran and scaled it up successfully.

Send Your Nominations to: darshana.barman@ficci.com