

**Executive Master Class with
Dr. Vijay Govindarajan
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The New York Times and Wall Street Journal Best Selling author is an expert on strategy and innovation. Rated as the #1 Indian Management Thinker, he was at MYRA to deliver a Master Class

Overcome traps, contribute to future innovation: Dr Vijay Govindarajan

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MYRA School of Business, Mysuru, in collaboration with Harvard Business Review Press had organised an exclusive event - Executive Master Class with Dr Vijay Govindarajan, Coxe Distinguished Professor at Tuck at Dartmouth, USA, and Marvin Bower Fellow at Harvard Business School, USA, recently at MYRA.

The Master Class was based on Dr Vijay Govindarajan's forthcoming book - 'Three Box Solution: A Strategy for Leading Innovation.' The auditorium was jam-packed with more than 100 invited guests and more than 100 students.

In the time of constant change, strategies need almost constant redefinition - either because the old assumptions are no longer



About Dr Vijay Govindarajan

Vijay Govindarajan served as General Electric's first Chief Innovation Consultant and Professor in Residence from 2008-10. He has worked as a consultant for more than 25 percent of the companies listed in the Fortune 500. Some of his most prominent clients include IBM, The New York Times, P&G, Sony, Coca-Cola and Walmart. Organizations like CNN Money and Businessweek have honoured Govindarajan for his teaching. He has been rated as a Top-50 management thinker by the London Times.

valid, or because the previous strategy has been imitated and neutralised by competitors, Dr Vijay Govindarajan's talk on the strategies that lead to future innovation came in as

a fresh wave of thinking.

Based on an in-depth, three-decades research study of innovative initiatives at over 50 large corporations, Vijay Govindarajan has focused on developing thought

leadership. While he strongly believes that large organisations have the infrastructure, technologies and financial abilities to solve major problems, yet they are prevented from innovating due to three

fundamental traps. First is the physical trap - the large existing infrastructures that they are unwilling to obsolete; second, the psychological trap - their mindset - blocks them from seeing the innovational potentials within their own company and hence they fail to embrace it; and third and the most importantly the strategic trap - the myopic thinking which confines them to focus on today's customers, today's technologies and today's competitors, rather than on tomorrow's customers, tomorrow's technologies and tomorrow's competitors.

Vijay Govindarajan expands the leader's innovation tool kit with a simple and proven method for allocating the organisation's energy, time, and resources in balanced measure across what he calls the three boxes. CT BUREAU