

strategize to win

venkatarangan thirumalai

12 feb 2016

what is strategy?

not jugaad



not an app





"primarily concerned with external, rather than internal, problems of the firm"

Igor Ansoff (1965)

strategy,
planning,
tactics



Strategy involves a blueprint for gaining a competitive advantage



Strategize with Six

1.one world

2. tribal leadership

3. timing is everything

4. one piece at a time

5. best in class

6. nature is simple



venkatarangan.com



@venkatarangan

*“There has never been
a better time in Indian
History for becoming
an Entrepreneur”*