

Lecture Synopsis:

How to Manage “Business Transformation” due to Fast “Technology Innovations” in a Global Company to avoid Irrelevance

Most global companies are aware of the need for change due to globalization of markets, access of mobile technologies, and most importantly hyper-connectivity are just a few dynamics that are continually reshaping the competitive landscape for every global company.

The technology innovation and technology adoption cycle is getting shorter every decade. Most global companies are in the midst of either transforming or thinking/strategizing about transforming its businesses. It is extremely important to understand the critical factors required to successfully transform the global corporation. Getting the right strategic vision, proper steps to execute the vision, finding the right leaders (not the ones married to the past....), and most importantly how to decode customer demand in fast changing environment.

A formally adopted change management process should be an integral part business transformation. With my 26 years of experience at Motorola, which has transformed itself multiple times over during 84 years of its existence. It had its share of successes and failures during the business and organizational transformation. I have worked through several transformations, when Motorola was a conglomerate of several large businesses, and then its transformation into a singularly focused global market share leader of a specific business.

The lecture takes student through the history of the company(s), technological change, need for change, ability to predict (facts & data) and act on the change that leads to complete transformation. The course work also serves as a case study of dos and don'ts of business transformation, with the goal to lead students to better decision-making, awareness of technological innovation that require solid business transformation to avoid irrelevance in the global market.