Some Actionable Rule of Thumb Underlying the Success of High Performance Companies

Abstract

In this seminar, I will share some of the ideas I have developed while writing my latest book (High Performance Companies: Successful Strategies from the World's Top Achievers). The emphasis will be on ideas that can be used in our classrooms (whether MBA or executive education classes) or by managers to improve their companies' performance. Specifically the talk will focus on two applied ideas: how a 'small wins' based strategy can lead to powerful performance and how companies experiencing crises can advance strategically as well competitively even in the thick of crises. The methodology involved identifying a few case studies (quite often contrasting cases) and trying to infer the contributing factors for superior performance. Identifying some novel (or less well-known) companies from different parts of the globe to improve the generalizability, and proposing simple rules of thumb (or principles) to improve 'implementability' were key aims for writing the book.