

# Chief-Executive

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The Chief Executive Forum (CEF) is a Planman Consulting initiative to provide a platform for leaders to share their ideas with decision makers of corporate India. These professors, drawn from the best B-Schools of the world, are experts at the leading edge of management science and have implemented their ideas in some of the largest MNCs across the globe.

The last few years has seen professors from MIT, Kellogg, the Harvard Business School, INSEAD, Columbia, Yale, Cambridge, LBS lend credibility to the Chief Executive forum. The monthly one day workshop conducted across the country, is focused on knowledge transfer and building capabilities for the cooperates. The sessions are interactive and use a variety of learning methodologies including case studies, lectures, role plays, group activities. The forum also provides a medium for senior executive networking.

The response from the industry has been overwhelming and has encouraged us to regularly organize the Chief Executive forum. The high standards set in the past push us to strive for the Chief Executive Forum to be rigorous and relevant to business context in future.

## Events Calendar 2010-11

Month	Programme	Director	Place	Date
October	<b>Strategic Supply Chain Management</b>	<b>Prof. Gurhan Kok</b> Fuqua School of Business, Duke University	Delhi Chandigarh Dehradun Mumbai	18th Oct '10 20th Oct '10 22nd Oct '10 25th Oct '10
October	<b>Negotiation</b>	<b>Prof. Gaylen Paulsen</b> McCombs Business School	Delhi Bangalore Pune Mumbai	21th Oct '10 22nd Oct '10 25th Oct '10 27th Oct '10
November	<b>Escaping the Customer Trap</b>	<b>Prof. Aaron Ahuvia</b> UMICH, Dearborn	Delhi Jaipur Bangalore Hyderabad	15th Nov '10 17th Nov '10 19th Nov '10 22nd Nov '10
November	<b>Innovation</b>	<b>Prof. Johannes Penning</b> The Wharton School, University of Pennsylvania	Jaipur Cochin Indore Bhopal Kolkata	9th Nov '10 11th Nov '10 15th Nov '10 17th Nov '10 19th Nov '10
December	<b>Strategic Thinking: Devising Strategies for Competitive Advantage</b>	<b>Prof. Frank Schultz</b> Haas Business School	Bangalore Mumbai Ahmedabad Delhi	14th Dec '10 16th Dec '10 17th Dec '10 22th Dec '10
December	<b>Global Marketing Strategies</b>	<b>Prof. Lakshman Krishnamurthi</b> Kellogg School of Management	Kolkata Bangalore Cochin Chennai	29th Nov '10 1st Dec '10 3rd Dec '10 6th Dec '10
January	<b>Blue Ocean Strategy</b>	<b>Prof. Lauren Mathys</b> INSEAD	Delhi Dehradun Bhubaneshwar Hyderabad	17th Jan '11 19th Jan '11 21th Jan '11 24th Jan '11
January	<b>Key to Customer Centric Organizations</b>	<b>Prof. Rajiv Lal</b> Harvard Business School	Bangalore Chennai Delhi	17th Jan '11 18th Jan '11 20th Jan '11

