



Internalizing Life Cycle Thinking in Business Strategy through

Amalgamation of Life Cycle Knowledge with Strategy Development Tools

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Luxembourg, Sep 06-2017

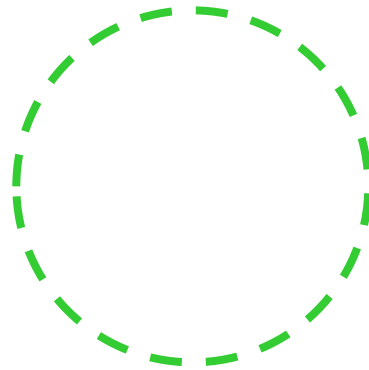


Strategic Decisions



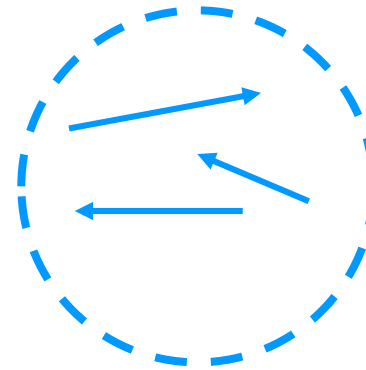
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Domain Selection



Corporate strategy
Portfolio perspective
What business are we in?
Product–market scope

Domain Navigation



Business strategy
Competition perspective
How to compete in our business?
Growth vector

Be the Best

Dominant Frameworks



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	1960s	1970s	1980s	1990s
Framework	SWOT	Growth-Share Matrix	Five Forces	Core Competence
Proponent	Ansoff	BCG	Michael Porter	Prahalad & Hamel
Premise	Match opportunities & risks in external environment with internal capabilities & orientation	Growth in emerging areas Profitability through market share & learning curve	Industry attractiveness, Positioning on 1/3 of cost leadership, differentiation or focus	Build around and leverage core competence/s , exit from businesses that don't relate to CC
Perspective	Inside-out & current	Inside-out & future	Outside-in & current	Inside-out & future

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2000 onwards



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- IT firmly established as a strategic intervention, not mere automation to save on labor, era of e-commerce, social media, and now IOT, AI
- Recognition of need to balance people-planet-profits amidst rising awareness of environmental degradation and social exploitation
- Counter trend of corporate short-termism attributed to 2008 crisis
- Eroding credibility of large corporates in the wake of scandals, spills, and high executive compensation despite low corporate performance

**There is need to build confidence in goodness of business
Should socio-environmental performance be a key lever?**

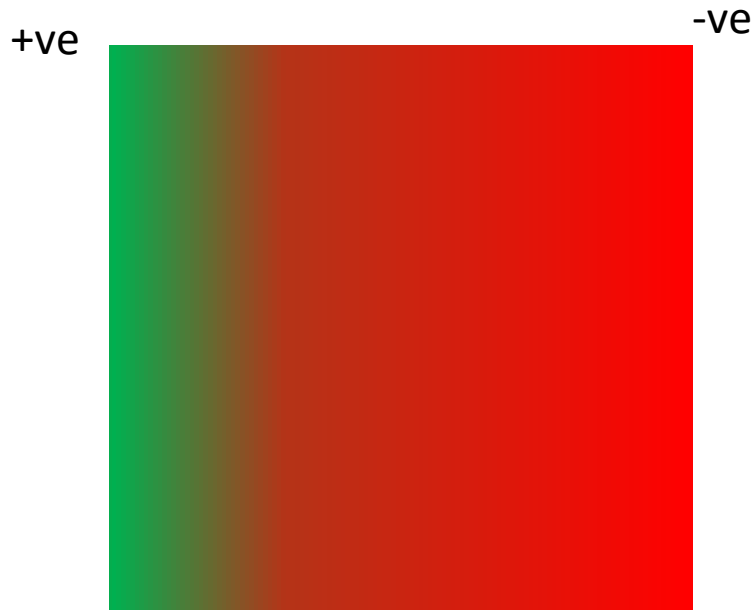
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The Present we have



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Socio-Environmental Performance



Profitable Businesses

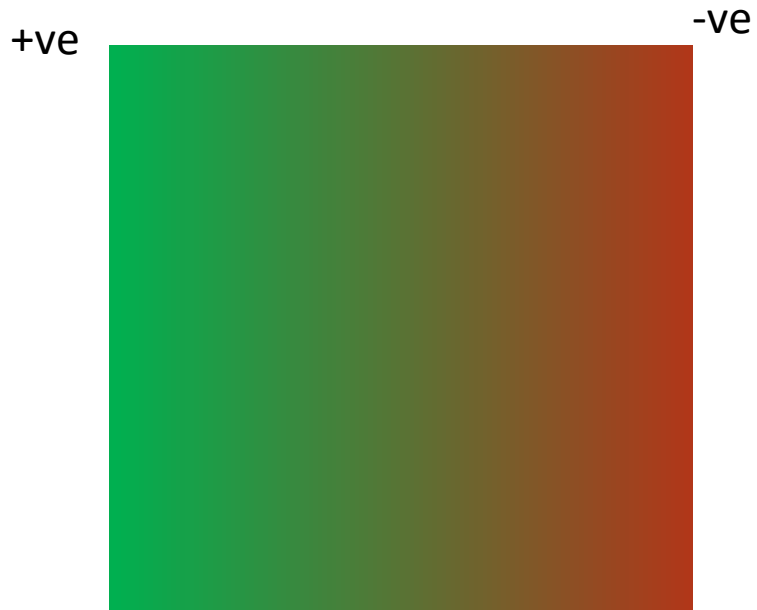
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The Future we want



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Socio-Environmental Performance



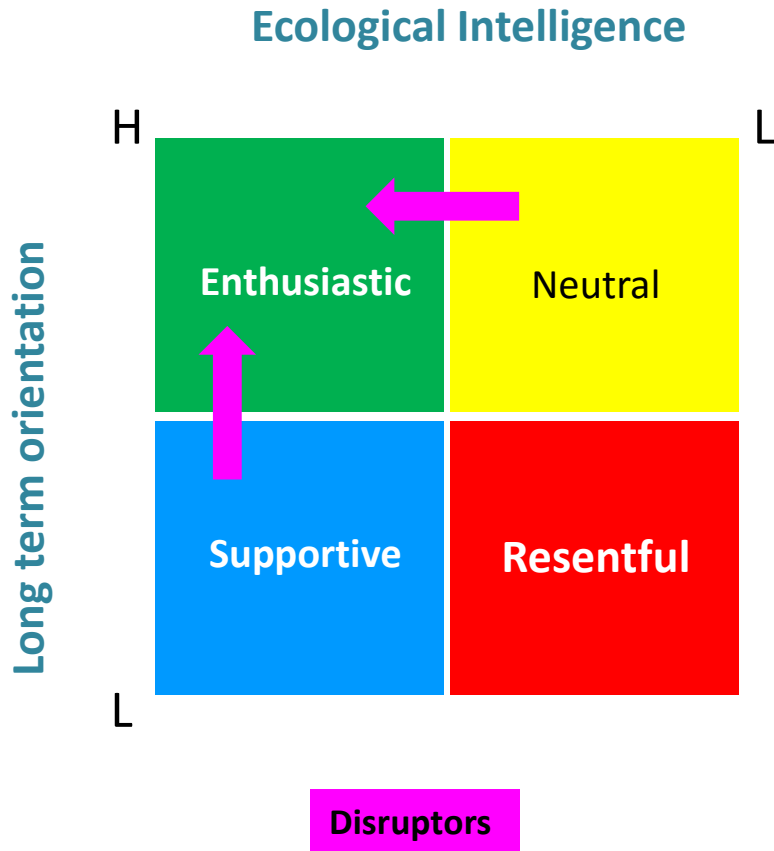
Profitable Businesses

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Our Target Audience



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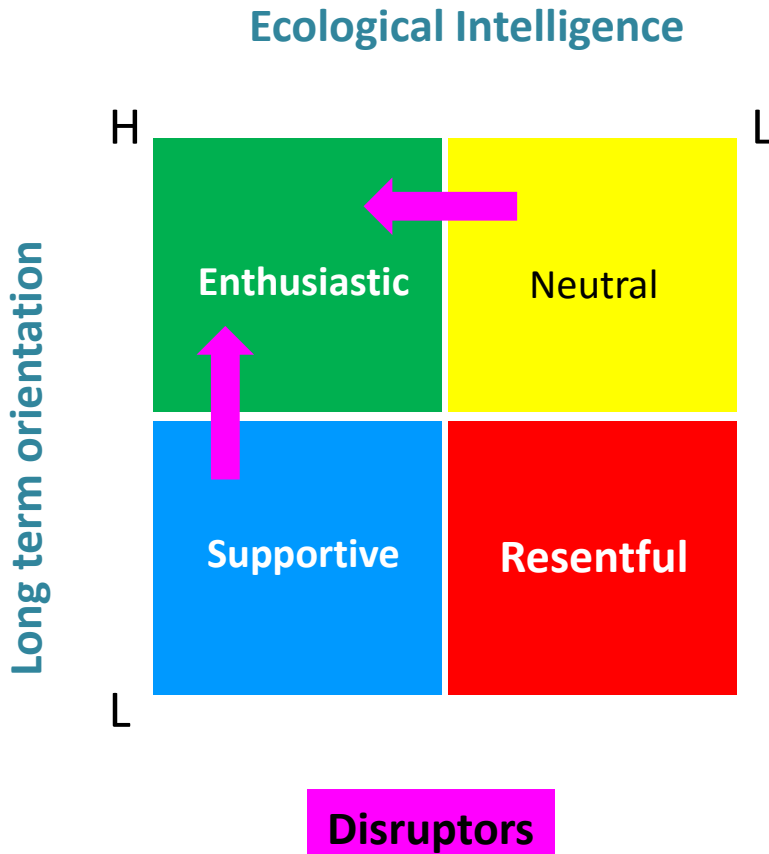


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The Next Wave



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E (<1%)	S (5%)	N (5%)	R (>89%)
Green Entrepreneurs			
Millennials			
	Recent Crisis		
	Technical Upgradation		
	Startups		
Disruptor: Life Cycle Knowledge			
The Next Wave	Longer term orientation	Knowledge Intelligence	Business case (Cost reduction)

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Acknowledgements



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- Rajnish Karki, Karki Associates-India
- Mark Barthel, 3Keel-UK
- Martina Prox, ifu Hamburg-Germany
- Samuel Nyanzi, Rural Community in Development-Uganda
- Kalpana Tewari, India Posts-India
- Ramachandran Rane, Mahindra Sanyo-India
- Sushma Mahajan, Textile Handicrafts-India

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Thank You

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