



# Developing Managerial Competencies for Customer Value Creation

September 21 - 23, 2015

MDI Campus, Gurgaon



**MDI**  
GURGAON

Management  
Development  
Institute

## BACKGROUND

In a highly competitive business environment where customers have higher expectations, businesses today are partnering with the customer to create value where organizational boundaries have diminished. Across sectors the product centric view is being replaced by customer centric view. Today, individual managers across functional domains need to be equipped with a thorough understanding of their customers and develop competencies to satisfy customers for improved organizational performance. The process of continuous value creation has to be shared by firms and customers together and there is a need of experimenting with a more collaborative approach in which value is co-created by both of them equally. This calls for a unique set of managerial and customer related competencies which would enhance the value of co-creation process and build a long-term relationship with the customers.

## OBJECTIVES

The objective of this three-day programme is to facilitate individual managers to identify managerial competencies that lead to customer value creation process and help organizations partner with the customer in creating successful experiences. Developing competencies of a higher order will add to their effectiveness and thereby contribute more towards their organizations. The programme would also help organizations to assess and identify the gaps in the customer value creation process and suggest ways to close the gaps, if any.

## CONTENTS

- Understanding and developing managerial competencies
- Creating value with customer as the partner
- Working Collaboratively in teams
- Delivering value through quality and relationship framework
- Enhancing Emotional Intelligence for effective Stress Management
- Crafting Successful Customer Experiences: The Art of Service Theatre
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## PEDAGOGY

The methodology will be highly interactive and will involve a mix of Lectures, Group Discussions, case discussion, experiential learning through, team activities and use of psychometric tools.

## INTERESTED AUDIENCE

Executives at all levels in organisations such as government, public and private sectors, MNCs and NGOs etc.

## VENUE AND DURATION

This is a residential programme to be conducted from September 21-23, 2015 at the MDI Campus, Mehrauli Road, Sukhrali, Gurgaon. Participants will be provided single occupancy accommodation from the afternoon of September 20 to the forenoon of September 24, 2015.

## REGISTRATION AND FEE

Participants should be nominated by their organizations. The enclosed nomination form duly filled in, is to be sent to the Chief Administrative Officer (Programmes) at the address stated below.

The fee for the programme is Rs. 36,000 (**Rupees Thirty Six Thousand only**) per participant, which includes professional fee & all charges for lodging and boarding and supply of course material. **Service Tax as applicable will be charged extra in addition to the programme fee.** The programme fee covers the tuition, reading material, boarding and lodging. Payment is to be remitted by a crossed demand draft in favour of "Management Development Institute, Gurgaon (Haryana)," and sent to the Chief Administrative Officer (Programmes), Management Development Institute, MDI Campus, Mehrauli Road, Sukhrali, Gurgaon 122007, Haryana, along with the nomination form.

## LAST DATE FOR RECEIPT OF NOMINATION

The last date for receipt of nominations is September 11, 2015. The last date for the withdrawal of nominations is September 15, 2015. Any withdrawal request received after the last date for withdrawal will be subject to deduction as per the Institute's rules. However, substitution is permitted. The participants are required to make their own travel arrangements to reach MDI, Gurgaon.

**Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.**

### ENQUIRY

For any Additional information / enquiry, please write to:  
Chief Administrative Officer (Programmes),  
Management Development Institute  
MDI Campus, Mehrauli Road, Sukhrali,  
Gurgaon - 122 007,  
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### CAMPUS

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## PROGRAMME DIRECTORS

**Dr. Daisy Chauhan**

Associate Professor- Organizational Behaviour

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Dr. Daisy Chauhan is a Science graduate from Bhopal University and has done her Masters in Psychology and Ph.D. in Psychology from Panjab University, Chandigarh. Her Ph.D. was in the area of Executive Stress. She has over 30 years of experience. Dr. Chauhan has taken part in several research/consultancy assignments and is actively involved in the teaching and training activities at MDI. She has designed and conducted training programmes for several organizations such as BEL, ONGC, IOC, IIFCL, Indian Railways, IRCON, Prasar Bharati, Armed Forces, MES, Cairn India, Oberoi Group of Hotels etc. She has presented papers at national and international conferences.

Dr. Chauhan has six books to her credit: "Managing Executive Stress: An Approach to Self Development", "Creating Value through People", "Developing Leaders, Teams and Organisations", "Effective Leadership: Strategies for Better Results", "Stress Mastery: The Art of Coping Gracefully" and "Motivating yourself for Achievement" and has contributed more than 30 research papers and articles in well-known refereed journals on varied topics like Stress Management, Leadership, Emotional Intelligence etc.

Dr. Chauhan's areas of interest include Stress Management, Personality Profiling, Leadership & Decision Making, Emotional Intelligence, Understanding & Developing Self, Interpersonal Skills for Team Building, Conflict Management, Managing Self for Work-life Balance etc.

Dr. Daisy Chauhan was awarded the Excellence in Continuation Education (Best Trainer) Award four times by MDI - 2009, 2010, 2013 and 2014.

**Dr. Ritu Srivastava**

Assistant Professor - Marketing

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Dr. Srivastava holds a Ph.D. in Marketing Management from Lucknow University (2005) with a research, industry and teaching experience of 15 years. As a management practitioner Dr. Srivastava has been working and researching closely the Indian services sector including Telecom, Banking and Retailing across marketing functions including Communication Strategies. Her latest research work revolves around the Indian Consumer in a changed shopping context and Mall Management.

The core of Dr. Srivastava's work centers around the industry with the firm belief that management education at all levels has to be absorbed by the industry. Her research ideas have been appreciated at national and international marketing conferences. Her paper titled, "Employee Actions that lead to Customer Satisfaction: services revisited in India, 2014", was adjudged the Best Paper at the International Marketing Conference at Fore School of Management, New Delhi and has been documented in the Academic Reference Series –Reinventing Marketing for Emerging Markets, Bloomsbury India, 2014. She has been involved in training with various organizations such as BEL, DST, DGET, DGR, IOCL and Vodafone. Dr. Srivastava is actively involved in case development.



## About MDI

The Management Development Institute (MDI) was established in 1973 with the active support of IFCI following an initial grant received from KFW, West Germany. The Institute soon established itself as one of the earliest centers for continuing education in India.

As an endorsement of its front runner position in the field of Post Graduate Education in Management in India, MDI's PGPM (a two-year full time MBA equivalent program) has been awarded "A" Grade by the National Board of Accreditation of All India Council for Technical Education (AICTE). Various surveys have ranked MDI among the top B-schools of the Country. The MDI is the first Indian B-school with Global accreditation AMBA-Association of MBAs, UK. The education programs comprise of two-year full-time PGPM, PGP-HR, PGP-IM, 15-month Executive PGDBM, three-year Executive Management Program, Doctoral level FPM I EFPM, Post Graduate Program in Energy Management, and PG Diploma in Public Policy and Management. In addition to its academic programs, MDI has been a pioneer as well as a market leader in the area of continuing education in management. With over 35 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year, aimed at executives and managers from industry. Over 3000 managers participate in these programs each year. These include open programs, as well as customized organization specific training modules. The approach integrates latest knowledge with best practices through integrated business school activities enabling organizations in pursuit of excellence'.

MDI offers consulting services in the different functional areas of management. The driving force at MDI is a dedicated team of distinguished faculty who has extensive experience and expertise in diverse fields. Over the years, there has been distinctive shift in emphasis from helping design and implement policies, systems and processes in functional domains to cross-functional domains. The institute is recognized by the industry (public and private). Central and State governments, and NGOs and is known for providing quality services to its clients. MDI always strives to provide high quality, cost-effective and timely services to the clients. It has remained contemporary through its primary focus on research, adapting to change and developing innovative strategies to facilitate the process of change in the dynamic business environment. The institute's clients say that it has been able to add value to them by bringing in a strong cross-functional emphasis in their approach to carry out business.

As part of its strong research focus, MDI supports the following research initiatives:

- Centre for Supply Chain Management
- Centre for Excellence in Information Management
- Centre for Entrepreneurship
- Centre for Transformational Leadership
- Centre for Corporate Governance
- Centre for Responsible Business
- Centre for Positive Scholarship

MDI maintains high level of academic excellence in management. It has over 80 full-time faculties who have several years of experience having

worked at senior positions in the industry. The faculty is thus able to deliver a healthy mix of practical insights and academic rigor in the classroom. MDI also has strong links with leading international B-schools. This aids in delivering a globalized management curriculum. As part of the global initiatives, student and faculty exchanges go on regularly. Joint research projects are also undertaken. Above all, MDI has a well developed state-of-the-art infrastructure, which includes a library with a collection of over 60,000 volumes, and online access to international journals, a computer center with over 500 PCs, air conditioned lecture halls and syndicate rooms, besides a host of other recreational facilities.

### MDI's International Partners

MDI has active linkages with McGill University, Canada, University of Waterloo, Waterloo, School of Public Policy, George Mason University, USA, University of Connecticut, USA, Cambridge College, Massachusetts, USA, DeGroote School of Business, McMaster University, Canada, Robert H. Smith School of Business, University of Maryland, USA, Marquette University, Wisconsin, USA, Bentley College, USA, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA, North Carolina State University, Raleigh, North Carolina, USA, ESCP-EAP, France, EOHEC Business School, France, The Institute d'Etudes Politiques de Paris (Sciences- Po), IAE Aix-en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universitat Wuppertal, Wuppertal, HHL Leipzig Graduate School of Management, Leipzig, International University in Germany, Bruchsal, European Business School - Oestrich-Winkel, Frankfurt School of Finance & Management, Frankfurt, Vienna University of Eco. & Business Administration, Austria, Copenhagen Business School, Denmark, Aarhus School of Business, Denmark, Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp, Belgium, BI Norwegian School of Management, Norway, Unversua Carlo Cattaneo. (LIUC), Italy, Bocconi University, Milano, Warsaw School of Economics, Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHiFM), Warsaw, Middlesex University, London, UK, School of Management, Asian Institute of Technology, Thailand, Queensland University of Technology, Brisbane, University of the Free State, Bloemfontein, University of Otago, Dunedin, Leon Recanati Graduate School of Business Administration, LAHAV Executive Education Centre, Faculty of Management, Tel-Aviv University, Tel-Aviv, Israel, University of Tampere, Finland, Lahore University of Management Sciences (WMS), Pakistan, RSM Erasmus University, Rotterdam, Athens University of Economics and Business, Athens, Moscow International Higher Business School "MIRBIS", Moscow, Huazhong University of Science and Technology (HUST), School of Management, China. These linkages operate in the domains of exchange of students, faculty and knowledge. Some executive education programs are co-designed and delivered along with our partners. MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.



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