



Winning The Corporate Olympiad: The Renaissance Paradigm

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The ultimate dream for all athletes dedicated to sports is winning a medal at the world's greatest stage called "Olympics". Time has witnessed toppling of established stars and rising of newer ones. It demands continuous struggle to achieve new heights of glory and then to retain the position in this mega event.

Market places have become battleground of corporates wherein acquisition, mergers, takeovers are new weapons of this warfare. New paradigm shifts are metamorphosing the corporate world. Survival has become a litmus test for all. Organizations who can foresee and anticipate the future and make adequate changes will remain to see the day while those who do not pay heed will perish.

The book "Winning the Corporate Olympiad: The Renaissance Paradigm" draws a comparison between the Olympics and the corporate world. The Olympic games are personified with top class performance and a constant strive to better one's own performance. Similarly, today's corporates are in no way different, as their survival, existence and growth can be considered a Herculean task. Hence, a constant introspection and change is required.

Organizations who fail to take this task seriously would loose battles before they even begin. Especially when the world is becoming smaller day by day & when geographical boundaries are becoming less and less visible. With the competition hottening up, the case may no longer be exceptional with the Indian companies. To cope with the current scenario, organizations should also learn to master the art of delivering the desired results at the right time and right place.

The authors of this book delve into the realms of the organizations trying to study the reasons for failures followed by identification of newer routes and treading them with the help of renaissance leaders.

The book has been divided into five chapters. Chapter I "Topography of the 21st Century Corporation" highlights the topography of the 21st century corporation wherein it takes into account the emerging imperatives and prepares an appropriate action agenda. A comparison of 20th & 21st century corporations have been etched out in terms of landscape of business organizations, business models, organizational style, operational challenges, people's imperatives and corporate governance.

Chapter II titled "Value of Indian Organization" discusses at length about the dismal performance of India on most of the socio-economic parameters and the reasons that inhibit effective utilization of individual and organizational resources. The focus is on individual and group level behaviour and the consequences which characterise the valley of Indian minds since such behavior has a strong impact on the organizational outcomes. The second part of the chapter focuses on organizational mindsets and their impact on building global competitive edge. Successful organizations need to possess a stronger vision but Indian companies still lag behind in their envisioning abilities thereby stunting the growth of the companies. The study on strategising, architecting, processing and acculturising in the Indian context is real eye opener.

Chapter III "Routes to Peaks for Building Corporate Renaissance" deals with corporate lacunae which calls for restructuring to meet future challenges. The earlier chapters dealt at length about

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the pitfalls of the Indian organizations while this chapter focuses on the routes that should be adopted by organizations to be winners all through and emphasises on the principle of equifinality. The 1990's structural approaches of downsizing, mergers, acquisitions, takeovers and strategic alliances have given way to new business models like developing wealth creation. The winning mantra for business organizations should include people power, entrepreneurization and creative destruction. The authors state that to scale heights of glory, organizations should bring in *change leaders*.

The IV chapter titled "Towards Renaissance Leadership" probes into the character of renaissance leader who can bring a turnaround in the organization. It has been observed that every individual possesses the potential to turn into an effective leader, provided he has the will to do so. Studies provide ample evidence of modest and humble beginnings made by leaders but later transformed them into successful empires. The only difference being, they could foresee the future and achieve their goals diligently.

Chapter V "Grooming Renaissance Leader" emphasises on the old adage that leaders are not born but made. So the next most logical step is, how do we groom them? This chapter focuses on this aspect. It cites

examples of renaissance leaders like Gandhi, Gorbachev, Aditya Birla, Lincoln, Ambani and other prominent personalities. It gives an insight into their trust with change. It identifies the prominent features of grooming like:

- Architecting a Vision of Life
- Constructing Identity
- Belief & Value Building
- Emotional Empowerment
- Inculcating the Desire to Succeed
- Role Modelling

It has been observed that social learning and self-fulfilling prophecy also assists in shaping behaviour. The most important institution in developing behaviour is the family while the corporates and the Institutional world have made insignificant contributions. Self lotussing and enlightening should be adopted in the place of coaching or mentoring to groom renaissance leaders for building a better tomorrow.

Every organization in the years to come will have to pass through various acid tests. This book facilitates in identifying the current state of affairs and stating the future course of action. Hence this book is a must read for students, professionals and for all those who believe in creating a winning future.