

Speed & Agility: A Corporate Asset

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Abstract: Is a corporate culture of speed and agility a significant asset? Is the ability to move quickly and be nimble a sustainable competitive differentiation? Dr. Balaji Krishnamurthy argues that this is one of the few corporate assets that you cannot buy using your balance sheet. You have to grow this culture internally.

And, he should know. Dr. Krishnamurthy took an old-style stodgy technology company into the new era of flat panel displays and competed with the likes of NEC, Sony and IBM, marketing its products through giants like Dell and CDW, all with a single weapon: Speed & Agility! He served his channel and customers faster and better than anybody else.

Sharing his views on what makes a corporation speedy and agile, he connects that goal to the concepts of empowerment, decision making and risk taking. He insists that the desire to create a corporate culture of speed & agility must start from the top: the CEO. It then has to permeate the entire organization as a cultural underpinning for all of the company's activities. He provides a process for creating such a culture.

Using thought provoking logic and a passionate style of delivery, Dr. Krishnamurthy causes each member of the audience to examine their own role in the evolution of their company's culture.