



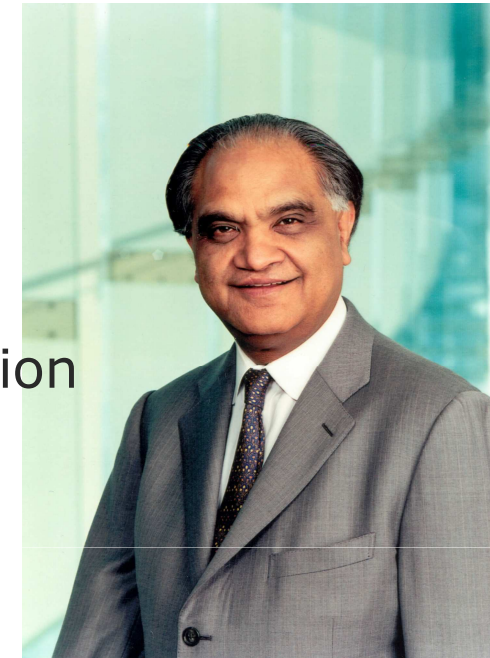
Leadership in the Era of Economic Uncertainty

Ram Charan



Ram Charan

- ❑ Highly acclaimed speaker and advisor
- ❑ Co-author of The Game-Changer and Execution
- ❑ Author of Leadership in the Era of Economic
 Uncertainty and others
- ❑ Noted expert on business strategy



Ram has coached some of the world's most successful CEOs, and for more than thirty-five years has worked behind the scenes at companies like GE, KLM, Bank of America, DuPont, Novartis, EMC, Home Depot and Verizon, helping them to develop, shape and implement their strategic direction.

"There is no better person than Ram Charan to provide advice on managing in a downturn."

-Larry Bossidy, Former Chairman & CEO Honeywell International Inc.

LEADERSHIP IN THE ERA OF ECONOMIC UNCERTAINTY

The New Rules
for Getting the
Right Things Done
in Difficult Times

RAM CHARAN
BESTSELLING COAUTHOR OF *EXECUTION*





What Got Us Here

- Over Leveraged
- Credit Crunch
- Failure of Regulation



What Makes a Great Leader in Uncertain Times

- ❑ Urgency, Speed, A Call to Action
- ❑ Hands-On Leadership
- ❑ Communicate, Communicate,
❑ Communicate
- ❑ Rethink Your Business Model

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Manage Internal and External Expectations

- ❑ Define Reality for the Outside World
- ❑ Use Conservative Estimates
- ❑ Budget / Allocate Resources Quarter to Quarter
- ❑ Adjust to Changes as they Occur

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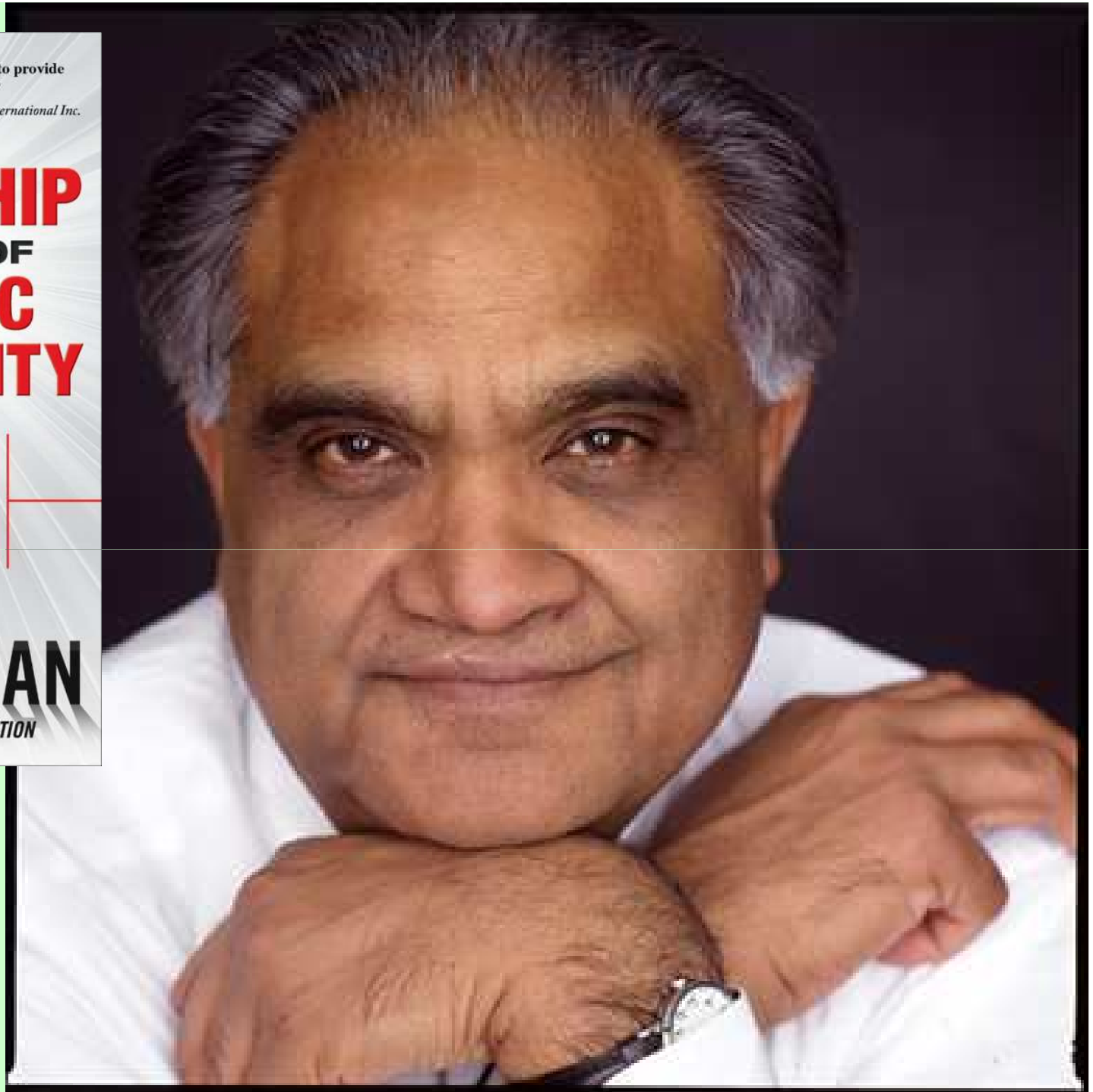
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Intensity!



Talent Management is Critical



Sales & Marketing

- Reduce Complexity
- Keep Customers Close
- Inspire Your Sales Force
- Focus on Pricing
- Your Customers Are Your Partners



Understand Your Value Chain



Rules for Getting the Right Things Done

- Cash is King
- Determine Short Term Priorities *Fast*
- Retain Your Top Talent
- Communicate, Communicate, Repeat...
- Be Decisive
- Inspire Your People



Navigating into the Future



Thank you!

Ram Charan

www.Ram-Charan.com