

The Times of India**Title : IIM-C studies World Cup win****Author : Somdatta Basu****Location :****Kolkata:****Article Date : 06/21/2015**

India's Cricket World Cup victory in 2011 has now found place in the syllabus of Indian Institute of Management Calcutta (IIM-C). The team's victory at Wankhede Stadium is being treated as a case study at the institute.

"One of the topics of research in class was strategy implementation and how companies implement the seven-point strategy of management guru Mankins and Steele in the book 'Turning Great Strategy into Performance'. To explain the seven points, we decided to use cricketing rules so others could grasp it easily , " said Prateek Pramod Deo, a student who presented the study .

The first of the seven points that has been explained through cricket analogy is to keep things simple. Students likened it to M S Dhoni's 'captain cool' attitude during the final match.

The students used the example of individual players to explain the second point, which focuses on measuring performance with respect to actual market conditions and developing strategy accordingly. Taking Yuvraj Singh and Suresh Raina as examples, Karan Aggarwal, another student, said, "In the South Africa series before the World Cup, the duo was not performing well. But that was not a reflection of the market."

The third point speaks of the leader and his team agreeing on a common goal. The World Cup, the students explained, was won for Sachin Tendulkar and the team thus had a common goal.

The fourth management point in the strategy says that resources should be deployed early . Dhoni deployed his resources by selecting his World Cup team almost two years before the tournament.

"The fifth point states that once the resources have been found, they should be told what the priorities are. In case of the World Cup, Dhoni clearly demarcated the roles of individual players in his team," Deo added.

The sixth point says the performance of resources should be monitored and alterations implemented. "We tried to explain that Yusuf Pathan, who did not perform well as a finisher, was finally replaced by Raina," said Deo. The final point says the strategy should be executed properly . The players used this and practised under realmatch situations, which helped them hone their skills for the actual event.



FIELD LESSONS FOR CLASSROOM

