

A KNOWLEDGE SERIES FOR
SENIOR LEADERSHIP BY
CII INSTITUTE OF QUALITY

The C-Suite Dialogues are intimate interaction sessions by successful thought-leaders that discuss cutting edge and innovative concepts and practices in leadership. The topics have been selectively curated with the intention to provoke disruptive and breakthrough thinking and aimed to foster the incisive edge into leadership in the digital era. Each topic will be conducted over a 90-minute session and will include opportunity to discuss and brainstorm. Participation in C-Suite Dialogues is by invitation only.

Loyalty & Sacrifice:

REDEFINING
ENGAGEMENT

1700 - 1830 hrs | 18th September 2020

As a part of the *C-Suite Dialogue*, CII Institute of Quality is pleased to present the first session featuring Raghu Kale, Author of *Loyalty & Sacrifice* and Prashant Hoskote, President & Lead Custodian, Striking Ideas LLC.

Customer strategies have traditionally centred around the metric of customer retention and repeat purchases pursued through branding and messaging, product and service quality and competitive pricing. Except for boutique businesses handling a select number of clients, there is little approach by most organizations on connecting with customers at the emotional level that will lock their commitment and loyalty. A new paradigm on customer and stakeholder engagement that thrives on mutual bonding, understanding and respect has been articulated in the book *Loyalty & Sacrifice* by Raghu Kale. Based on four principles and four axioms, the engagement theory encourages looking at customers and employees with a different perspective to secure their long-term commitment, which leads to huge rewards for everyone. The concepts distil lessons from customer centric sectors such as hospitality that can be benchmarked and applied across sectors and have already created ripples globally with outstanding reviews.

SESSION FOCUS

- Defining Loyalty – the four axioms
- Crafting the new definition of customer loyalty
- Unveiling the new concept in four L&S principles
- A new principle of the Latency Factors – the blind spots in understanding loyalty



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STRIKINGIDEAS

ABOUT STRIKING IDEAS LLC

Striking Ideas is engaged in introducing new vantage points and supporting corporate leaders by bringing their unique capabilities to business enterprises around the world. Striking Ideas is partnering with INDUSTRY PLATFORMS to introduce the L&S principles that can immensely help business enterprises. We are setting up a collaborative platform to support and help enterprises around the world to benefit from the L&S philosophy.

FACULTY PROFILE



Prashant Hoskoté
Lead L&S Custodian
Striking Ideas

Prashant is the President and the Lead L&S Custodian towards proliferation effort in bringing the L&S principles to business enterprises. We are at the cusp of taking steps towards our expedition in setting up a collaborative platform to support and help enterprises around the world to benefit from the *L&S philosophy*. Prashant has a storied track record of engaged in advisory services in the areas of Business Excellence, Business Process Management, Innovation Management, along with Digital Transformation, Lean Six Sigma, Juran's Problem Solving methodology supporting business leaders across Hospitality, Healthcare, Retail, and Real Estate. As Senior Director – Quality, Service Excellence, and Innovation for the Max Group, Prashant integrated Strategic Quality, Customer Experience, Excellence, and Innovation agenda for Max Group companies serving enterprises around the world. Prashant has over 30 years of expertise in the Quality and Customer Experience domain and has served as a Member – On the National Board for Quality Promotion at the Quality Council of India, New Delhi, India. Vice-Chair – Quality Management Division - Global (*Asia and Australia*) at ASQ, USA. Chairperson - Organizational Excellence Technical Committee at ASQ's Quality Management Division, USA. Member - National Executive Committee (NEC) of the CRM Academy of Asia. And was recognized – "50 Most Talented Quality Professionals" citation at the World Quality Congress June 2014 and Featured as one of the Frontrunners in the Executive Focus column of Business India.



Raghu Kalé
Author and CEO
Striking Ideas

Raghu Kalé is an accomplished communications professional who has positively impacted business outcomes by supporting corporate and operational strategy. He has worked with corporate board members and business leaders, helping alter the conversations for leadership with his creative, divergent thinking. His systems thinking approach in leading communication has helped reconfigure efficiency and productivity by developing a trans-disciplinary understanding of the realities about running and changing a business and making sustainable impacts to deliver performance — while being mindful of the scalability for developing future organizational capabilities. In his experience spanning over three decades he has worked in technology companies, corporate services, consulting, hospitality and advertising. His divergent thinking brings out stunning and striking ideas rooted in experiences that find an expression in myriad, result-oriented business initiatives — in thought provoking articles, original concepts, creative films, and books. His ability to connect with people on an honest level helps him draw out their deepest insights and opinions — a trait which he has leveraged to build compelling stories in the form of short documentary films. His other interests include photography and music. Formerly, Raghu was Vice President — Office of the Brand Custodian, Tata Sons, and supported brand and marketing thought leadership initiatives. Currently, he is the CEO of Striking Ideas LLC and working on his next book *The Latency Factor*.