



## 17<sup>th</sup> AMA LEARNERS' FORUM

Sunday, January 6, 2019 - 10.00 to 12.30 p.m.

Learners' Forum is an AMA initiative to craft a group of learners willing to learn together with the help of an experienced facilitator.

### **Crafting a Combat-Ready Culture**

In the world of business in the globalized marketplace, skirmishes, battles, even wars are a part of life. What worked yesterday, does not work today and will never work tomorrow. Giant corporations are in trouble because they were not combat-ready in the current environment of "ANY". Today, ANYONE can come ANYTIME from ANYWHERE and hurt you ANYWAY.

A manager, fresh from a business school soon finds himself unable to face the ground realities of life outside the school. The case studies, projects, half-backed research findings, lectures from people who had not sold a pencil, hypnotizing guest speakers, and the like, fail to make them effective leaders. They, like an army officer, must fight real battles to be truly effective. They must learn to craft a combat-ready enterprise.

Way back in 1961, when you were not born or were in huggies, a young sports coach of 28 years, started a new life in the world of marketing and management. For 57 long years he learned the hard way and has numerous scars from the skirmishes, battles, wars. He is B.N. Dastoor, a consultant and trainer with international experience; a columnist and an author of over 120 books. He will pilot this 17<sup>th</sup> edition of the Learners' Forum to help you to craft a combat-ready enterprise.

**Mr. B. N. Dastoor** is an award winning teacher, columnist, author and consultant with international experience of over 50 years.

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**Nominal Registration Fee: Rs.50/- per person.**

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Please register with AMA ([ama@amaindia.org](mailto:ama@amaindia.org))

Participation limited to 100 delegates on first-cum-first serve basis.

Fee can be remitted at the venue: **Ahmedabad Management Association**, AMA Seminar Hall, Torrent-AMA Management Centre, Core-AMA Management House, AMA Complex, ATIRA Campus, Ahmedabad 380 015. Phone:079-26308601-5 • Mobile : 9537407187  
Website: [www.amaindia.org](http://www.amaindia.org) • Mobile App: AMA-Ahmedabad amaIndia.org