



Ravi Chaudhry

Introduction

Strategy Consultant to corporations, governments, and civil society; mentor to CEOs and corporate boards; public intellectual; and author. Recipient of ‘**Ambassador of Knowledge**’ Award by Life Learning Academia, Slovenia. Often referred to as a leadership guru.

- Founder Chairman, CeNext Consulting & Investment Pvt Ltd, New Delhi, India
- Formerly Chairman/CEO of four companies in the Tata Group, India

“Ravi Chaudhry is one of the new voices showing new ways ahead - his call for exceptional leadership is based on new realities.”

Hazel Henderson, Founder, Ethical Markets Media, USA

About Ravi Chaudhry

- A mechanical engineer, he specializes in “Strategy Audit and Re-alignment” to bridge the gap between ‘what is’ and ‘what can be’.
- An astute observer of the emerging global complexities, trends and risks, he blends information, knowledge and wisdom to create innovative modules such as ‘Re-inventing Leadership to Cope with Future’, and ‘Mindfulness - the trait that bridges the gap between Achievement and Potential’.
- **Fellow, World Business Academy**, a network of global thought leaders.
<http://www.worldbusiness.org/about/fellows/>
- International Board Director, Future 500 USA
- Co-Chair, EthicMark® Judges Panel, USA
- Member:
 - EVIAN Brains Trust at IMD Switzerland
 - New Civilization Youth Entrepreneurship Initiative, Japan
 - Executive Committee of the Federation of Indian Chambers of Commerce and Industry (FICCI)



Portfolio of Clients

- Several Fortune 1000 corporations, including BASF and BMW (Germany), DHV (Holland), Domino Sciences (U.K.), Perfetti (Italy), Sunstar (Japan), Sabanci Group (Turkey) and many others in financial services, life sciences, automotive, ports and infrastructure, food and agriculture, machinery, packaging, real estate, mines and minerals, and luxury goods sectors.
- Governments of Turkey, Switzerland, Brazil, Norway, Germany, Austria, Canada, Argentina, the Netherlands and Uganda
- Think-tanks, universities and development institutions, management schools and several multilateral organizations including UNIDO and World Bank.

What global leaders and the press say

- ▶ He is one of the profoundest thinkers on business leadership. He has an eclectic approach that combines sound economics with profound philosophy. He can bring light, perspective and prescription. He has a great message and knows well how to articulate it.

- *Jean-Pierre Lehmann, Emeritus Professor , IMD Switzerland*

- ▶ The thoughts, insights and views you have shared with us have really made a strong impact. They will be guiding us in our process of defining our regional strategies. We would feel honoured if you were to further accompany us on this journey.

- *Martin Brudermueller, Vice Chairman of the Board , BASF*

- ▶ He is very inspiring. I love the fact that he is sounding a call for individual responsibility (of the CEO).

- *Adi Ignatius, Editor, Harvard Business Review*

- ▶ The Board intensely enjoyed the discussion with you. Your extremely valuable inputs and thoughts will find entry into our India strategy.

- *Oliver Zipse, Board Director, BMW Group*

- ▶ Mr Chaudhry seeks to change the world by transforming business leaders. Don Quixote didn't manage to change the world but the world would be poorer if people like him didn't try.

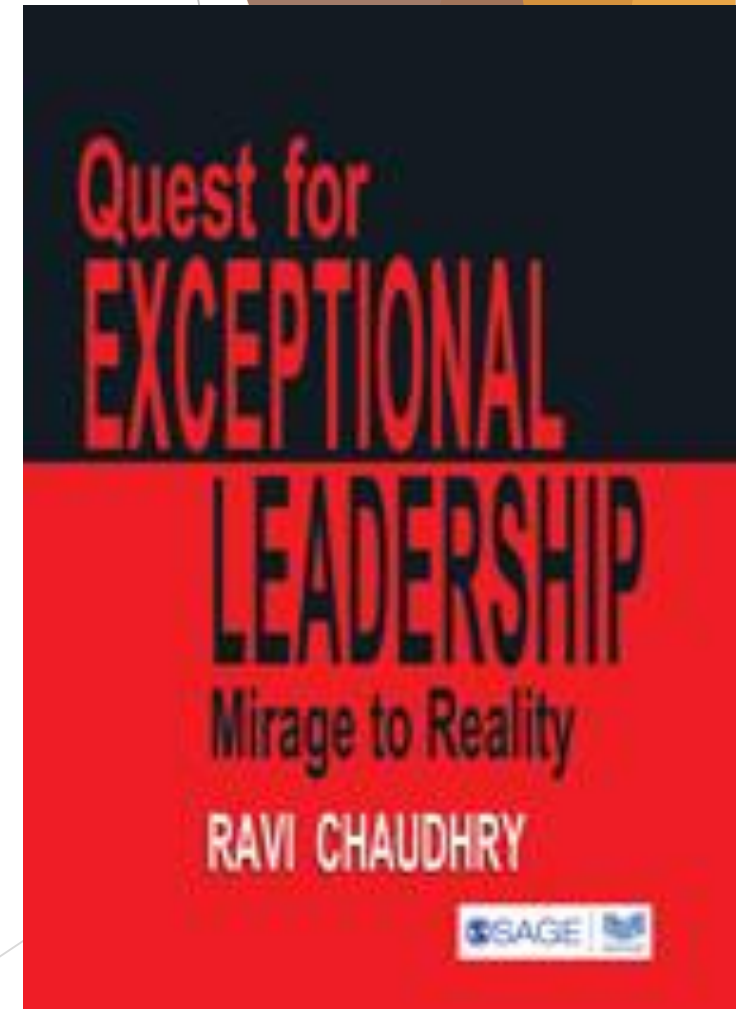
- *Business Standard, India*

Quest for Exceptional Leadership: Mirage to Reality

- ▶ Outlines the emergence of a new fifth phase of human enterprise, redefining the criteria of success and re-configuring the routes to success.
- ▶ Analyzes the changing paradigms and provides a down-to-earth, realistic blueprint to acquire the three key attributes of effective CEOs of the future.

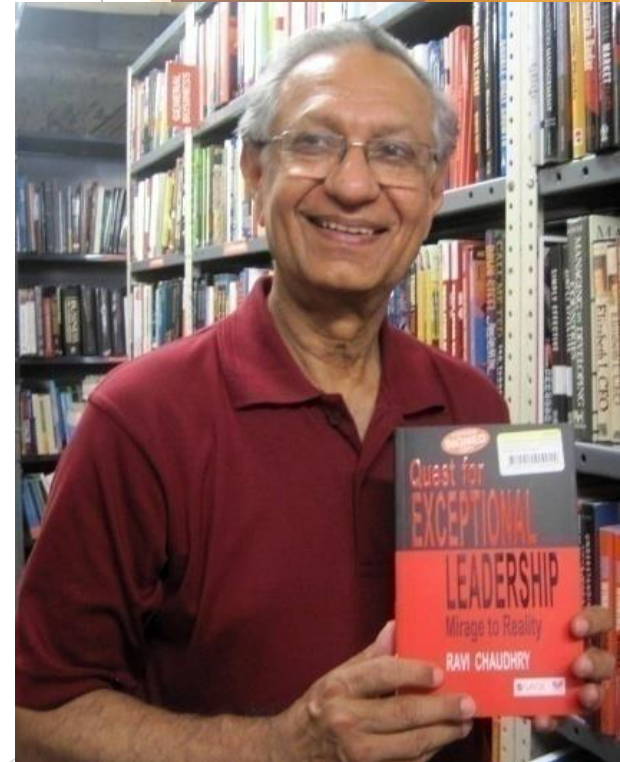
“A wise and practical book, a journey from base camp to the summit of leadership. Business leaders will find it ‘a gentle guide’ and a source of conviction that we need a new paradigm of leadership.”

- World Business Academy, USA



Feedback from Global CEOs on 'Quest for Exceptional Leadership: Mirage to Reality'

- ▶ A terrific book - very much enjoyed the insights.
 - *Dominic Barton, Global Managing Director, Mckinsey & Co*
- ▶ A rare combination of sound business thinking and accessible philosophy.
 - *Victor Fung, Chairman, Li & Fung Group, Hong Kong*
- ▶ The best handbook for corporate executives in years.
 - *Seeking Alpha, Journal of Ethical Markets Media, USA*
- ▶ A most compelling plea for open management, a human story of values and attitude. It is a journey to get there!
 - *Ben Verwaayen, CEO. Alcatel Lucent, France*
- ▶ The best book on corporate governance I've ever read. I keep it as reference material.
 - *Joshua Ngoma Chairman, Tranter Holdings Ltd. S. Africa*
- ▶ So compelling, the way it touches the major issues of our time and how best to change these situations. The right inspiration.
 - *Huguette Labelle, Chair of Transparency International*



Ravi Chaudhry: His Thoughts

- ▶ Business objectives and society's needs tend to be like the two tracks of a railway line. Looking ahead, they appear to converge in the distance; in reality, they never do. This is no longer sustainable. The only choice is: *accept the new reality grudgingly or willingly.*
- ▶ To become *an exceptional leader*, I envisage the need for a new set of traits, beyond the physical traits and the mind-traits. *These are the traits of conscience:* pertaining to the *heart of the leader*. The Tripod of Exceptional Leadership has three strong, unyielding pillars: Pillars of **Wholeness, Compassion and Transparency.**
- ▶ The crunch question is: if you seek only shareholder value and wealth, then these thoughts are not pertinent. But if you are looking for sustainable wealth and sustainable happiness, for you and all others around you, then these concepts are relevant, remembering that *'Life is not a matter of "having more", but 'being' more.'* That is why we are called *Human Beings, not Human Havings!*



Keynotes and Theme Addresses by Ravi Chaudhry

Typical Subjects

- Re-inventing **Leadership** to Cope with the Future
- Correlation between **Mindfulness and Leadership**
- **Job Creation** in the Age of Robotics
- Re-visualizing **Democracy and Capitalism**
- Future of **Business, Economics and Society**
- New Trajectories of **Innovation**
- **Morality and Values** in the Markets

Recent Themes

- ✓ What Should Keep CEOs Awake at Night?
- ✓ Sustainable Futures: **Challenges and Opportunities**
- ✓ Board Effectiveness
- ✓ Convergence of Scientific and Social Innovations
- ✓ Transforming Four Billion Lives: An Agenda to Create an Equitable, Sustainable World
- ✓ Pillars of Sustainable Growth: Equity, Education and Entrepreneurship



Typical Hosts and Sponsors for Ravi Chaudhry's Speaking Engagements:

- ✓ Global Economic Symposium, convened by Kiel Institute of World Economy, Germany
- ✓ IMD, Lausanne, Switzerland
- ✓ Club of Rome, U.K., India
- ✓ Conference Board, New York, USA: Book of the Month Discussion
- ✓ Weatherhead School of Management, Cleveland, USA
- ✓ Global Round Table Dialogues convened by BMW Foundation, in China and Italy
- ✓ Asian Strategic Leadership Forum, Malaysia
- ✓ Future 500 Forum, Beijing
- ✓ Conference on Ethical Leadership: Ljubljana Slovenia
- ✓ South Asia Institute, Heidelberg University, Germany
- ✓ Management Summit, Lahore, Pakistan
- ✓ Also at Vienna Austria, Warsaw Poland, Zagreb Croatia, Cambridge U.K., Singapore, Hong Kong and many other places.



Ratan Tata conferred Exceptional Leadership Award - Oct. 2011



- ▶ The journey to the summit of leadership is not to un-chartered waters or unexplored destinations. The seeds of exceptional leadership traits already exist in most CEOs. *It is the nature of seeds to grow. If we let the seeds within us blossom, the path to exceptional leadership is smooth.* Mr Ratan Tata is among the select few global leaders in our planet today who have displayed these traits in abundant measure and practice these as first nature.”

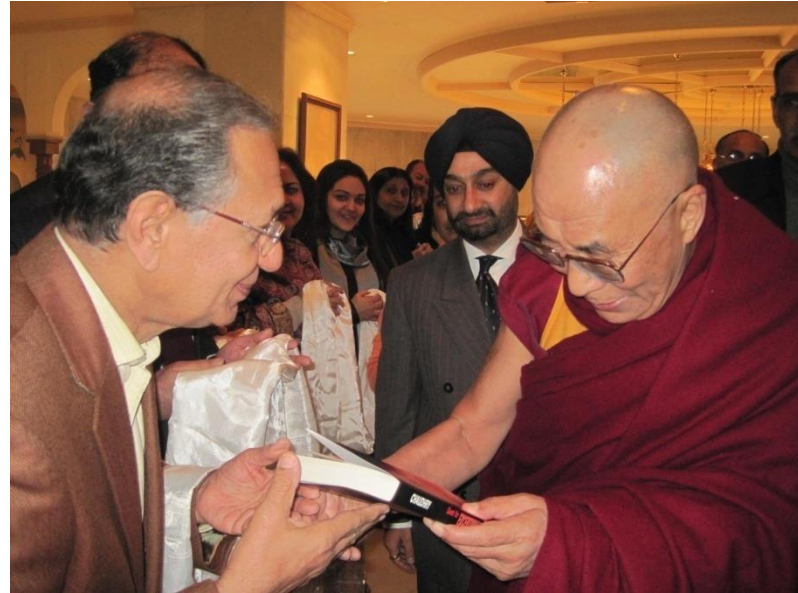
‘Your portrayal of Mr. Tata was wonderful and insightful.’

- Nitin Nohria, Dean, Harvard Business School.

With Global Leaders



Ravi Chaudhry, after his
Presentation in Mumbai, India
with
H.E. Mr Abdullah Gul
President of Turkey



Presenting a copy of his book,
Quest for Exceptional
Leadership: Mirage to Reality
to
His Holiness The Dalai
Lama

Like a novel with two possible endings, our story for this century is yet to be written. There is nothing inevitable about our success or failure. *More than one may admit, the future is a matter of human choice, not mere prediction.*

What are the possible right choices?

Will we make the right choices?"

Will these choices lead to sustainable outcomes for us, our business, our country and our planet?



For video and Youtube links:

<http://www.cenextconsulting.com/CeNext/VideoRaviChaudhry.aspx>

For further information and for requesting consulting and speaking engagements

Please Contact: ceo@cenextconsulting.com