

crafting  
**growth** opportunities

# Bounce Forward Bootcamp

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[www.faberinfinite.com](http://www.faberinfinite.com)



“When life gives you lemons, make lemonade.

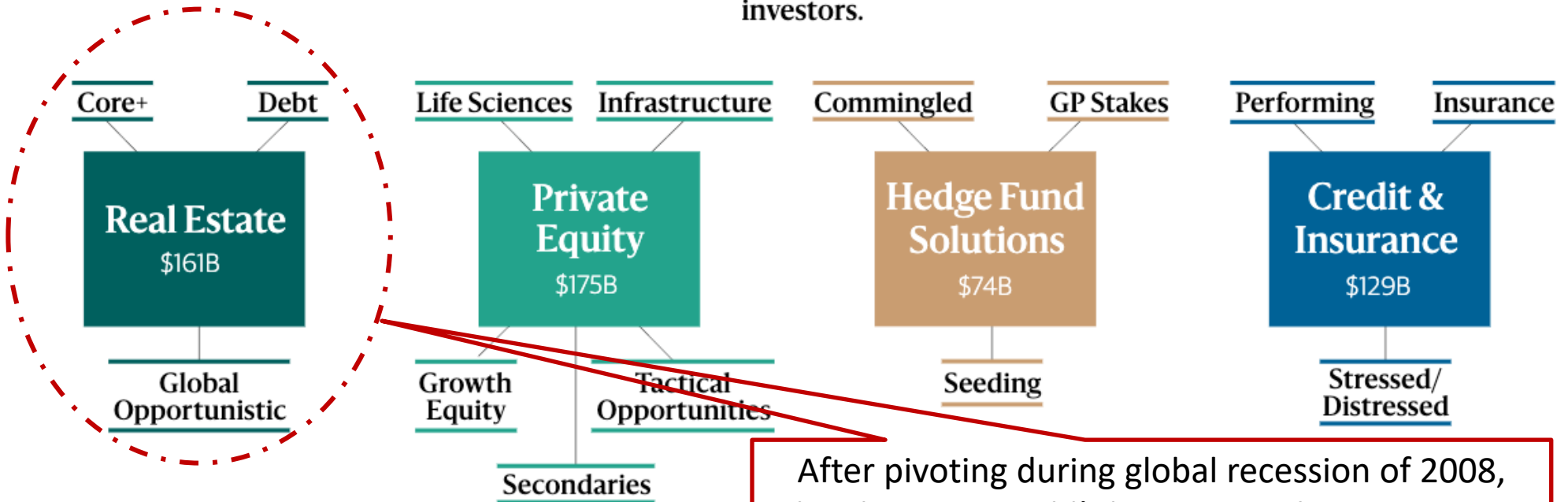
—Elbert Hubbard

# The Blackstone Group Story

# Blackstone

## \$538B AUM

We continue to build on our track record to innovate into new strategies, drive growth, and serve our investors.



All numbers are as of March 31, 2020.

# Rankings of General Entertainment Channels

14-Mar to 20-Mar 21-Mar to 27-Mar 28Mar to 3-Apr 4 Apr to 10-Apr 11 Apr to 17-Apr 25-Apr to 1-May



Rank	Rank	Rank	Rank	Rank	Rank	Channel	TRP
1	1	1	1	1	1	DD National	1667324K
2	2	2	2	2	2	Dangal	1089417K
3	3	3	3	3	3	DD Bharati	812128K
4	4	4	4	4	4	Sony SAB	749520K
5	5	5	5	5	5	Big Magic	676443K
6	6	6	6	6	6	Star Plus	575782K
7	7	7	7	7	7	Sony TV	462524K
8	8	8	8	8	8	Colors	356833K
9	9	9	9	9	9	Star Utsav	325008K
10	10	10	10	10	10	Sony Pal	289448K

# Rankings of General Entertainment Channels



दूरदर्शन

सत्यम् शिवम् सुन्दरम्



For 9 Consecutive Weeks

# Rankings of TV Shows on Channels

**Coronavirus effect: TV channels to rely on episode banks, alternative content amid production halt**

Source : ZEE, Star, Colors, Sony

14-Mar to 20-Mar   21-Mar to 27-Mar   28Mar to 3-Apr   4 Apr to 10-Apr   11 Apr to 17-Apr   25-Apr to 1-May



						Serial	Channel	TRP
1	1	1	1	1	1	Uttar Ramayan	DD National	28383K
2	2	2	2	2	2	Mahabharat	DD Bharati	14368K
3	3	3	3	3	3	Mahabharat	Star Plus	5601K
4	4	4	4	4	4	Mahima Shanidev Ki	Dangal	3188K
5	5	5	5	5	5	Baba Aiso Var Dhundo	Dangal	2965K



# Rankings of TV Shows on Channels




*Ramayana Breaks World Record As It Surpasses Viewership of Big Bang Theory & Game Of Thrones Finale! 77 Mn Viewer!*

# Is Your Winning Strategy Ready ??








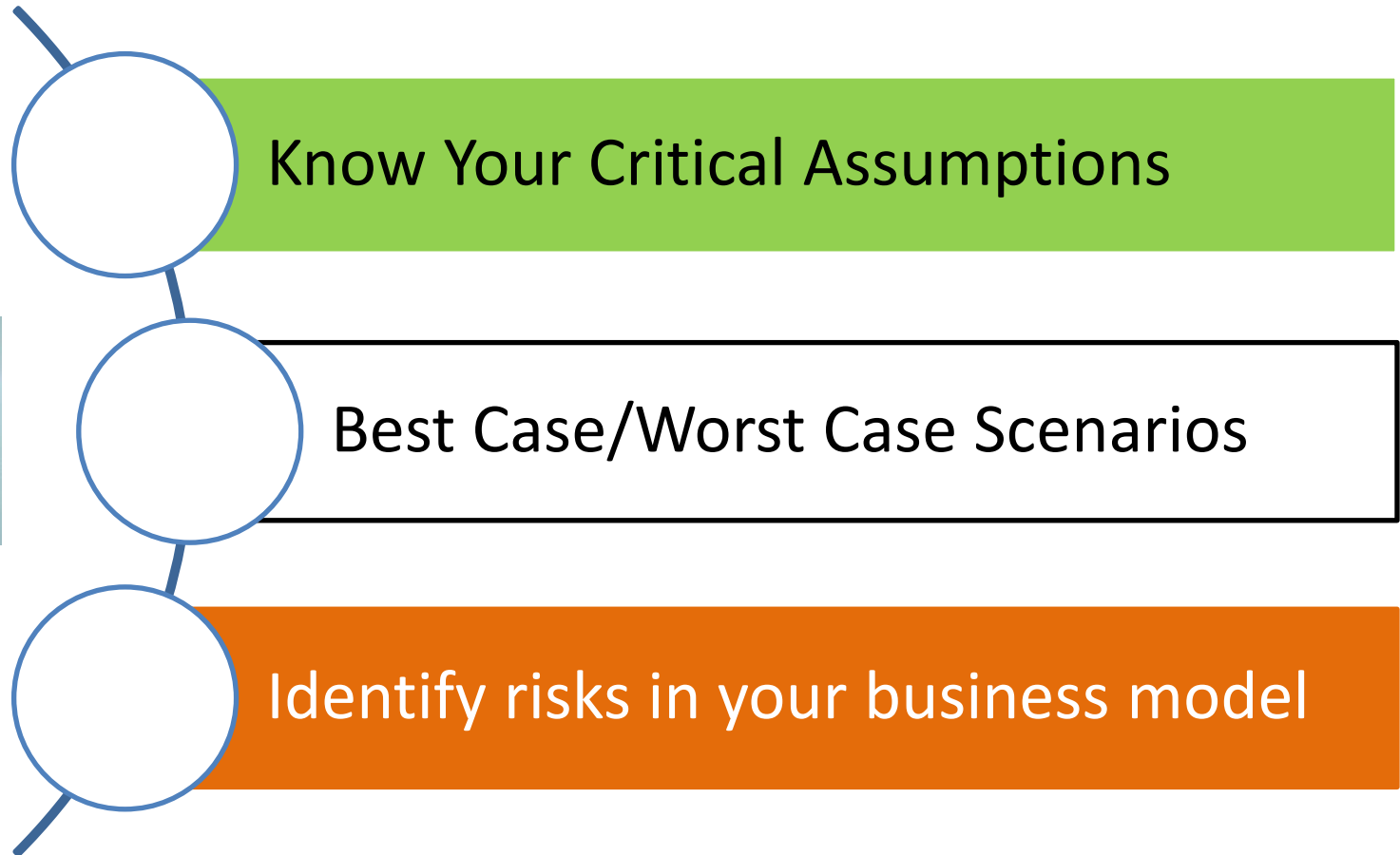
A hand in a dark suit jacket points towards the center of the frame. The background is a light blue overlay with various business-related diagrams, charts, and icons. The text 'SENSITIVITY ANALYSIS' is prominently displayed in the center in a large, bold, black font.

# SENSITIVITY ANALYSIS

# Business Sensitivity Example (2/2)

Products/Value Streams	Relevance*			Demand**		
	↑	▬	↓	↑	▬	↓
			✓ <input type="checkbox"/>			✓ <input type="checkbox"/>
			✓ <input type="checkbox"/>			✓ <input type="checkbox"/>
		✓ <input type="checkbox"/>				✓ <input type="checkbox"/>

# Guidelines for Sensitivity Analysis



# Want to Re-visit Your Strategy ??





$$\uparrow \text{Profit} = \text{Sales} \uparrow - \text{Cost} \downarrow$$

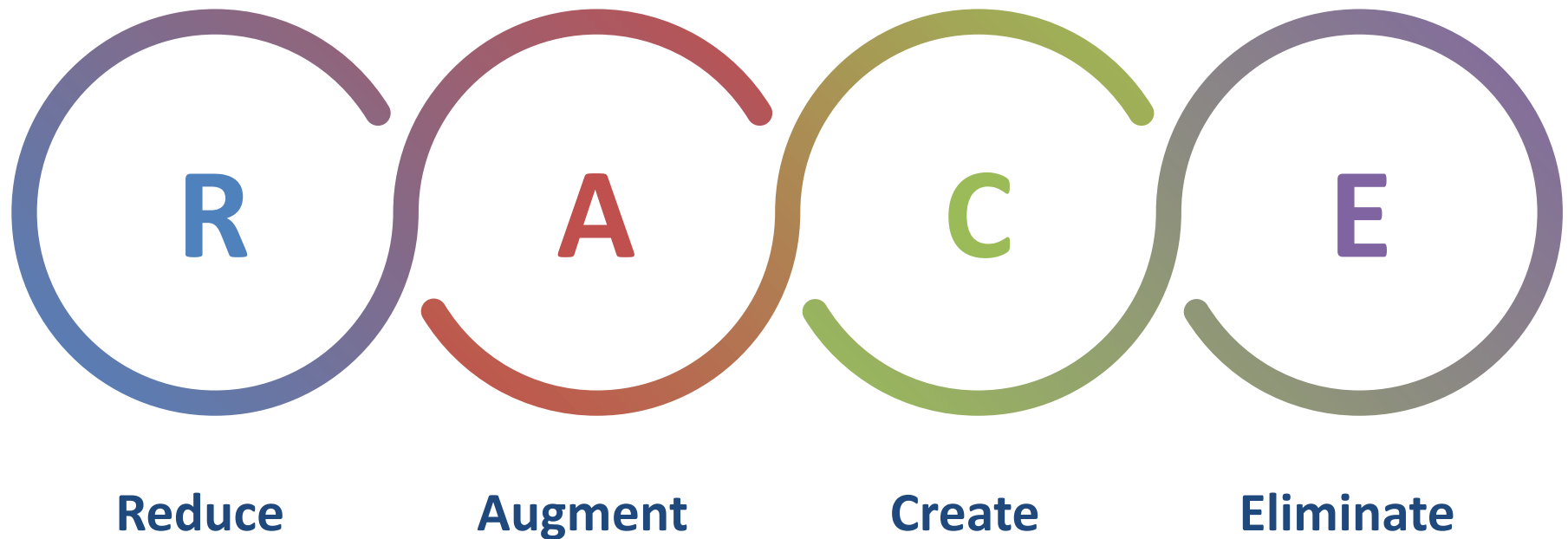
# 7 Core Strategy Aspects



# Let's RACE with R.A.C.E.



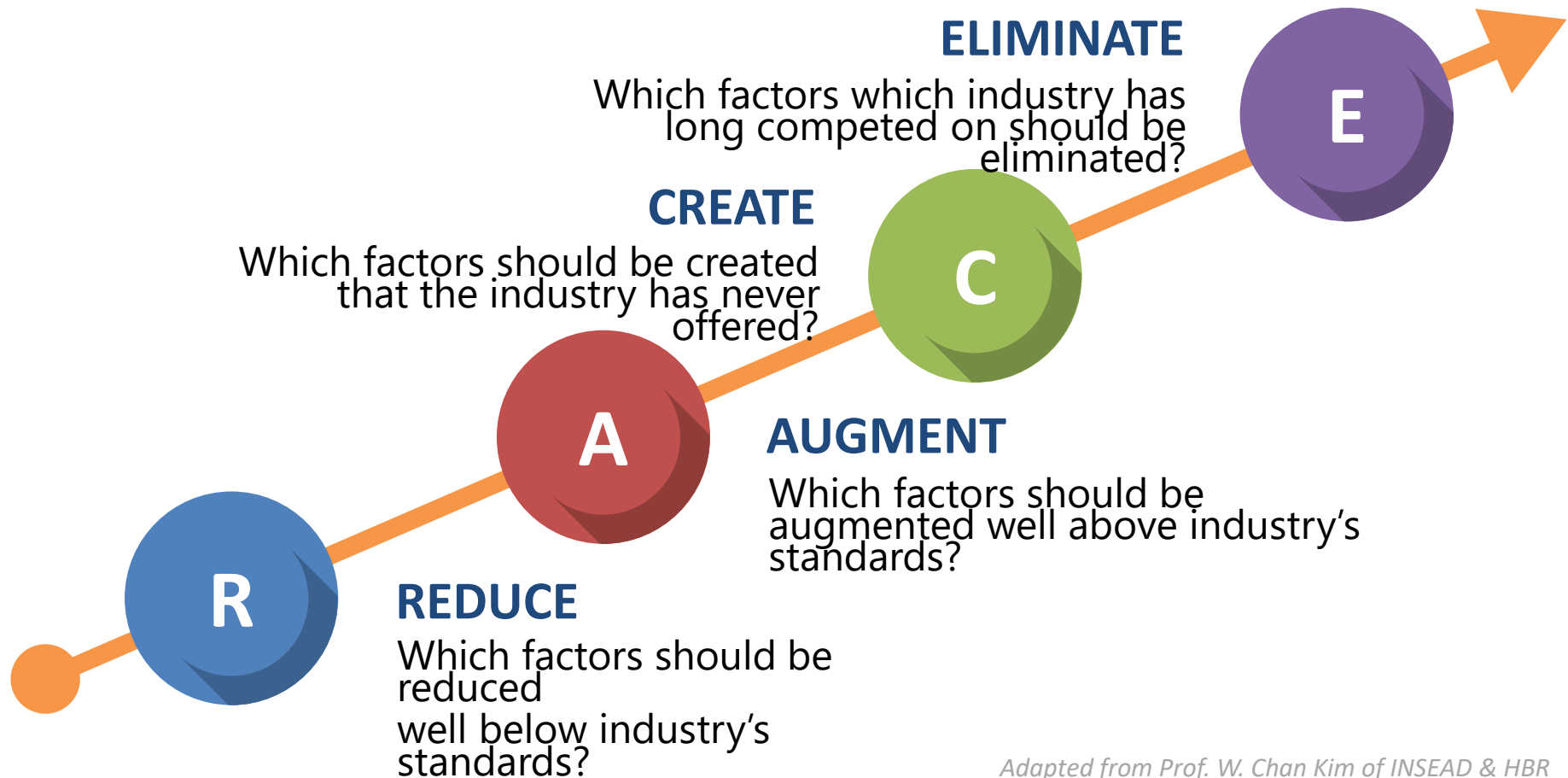
# RACE Framework



*Adapted from Prof. W. Chan Kim of INSEAD & HBR*



# Bounce 03: Let's RACE with R.A.C.E.

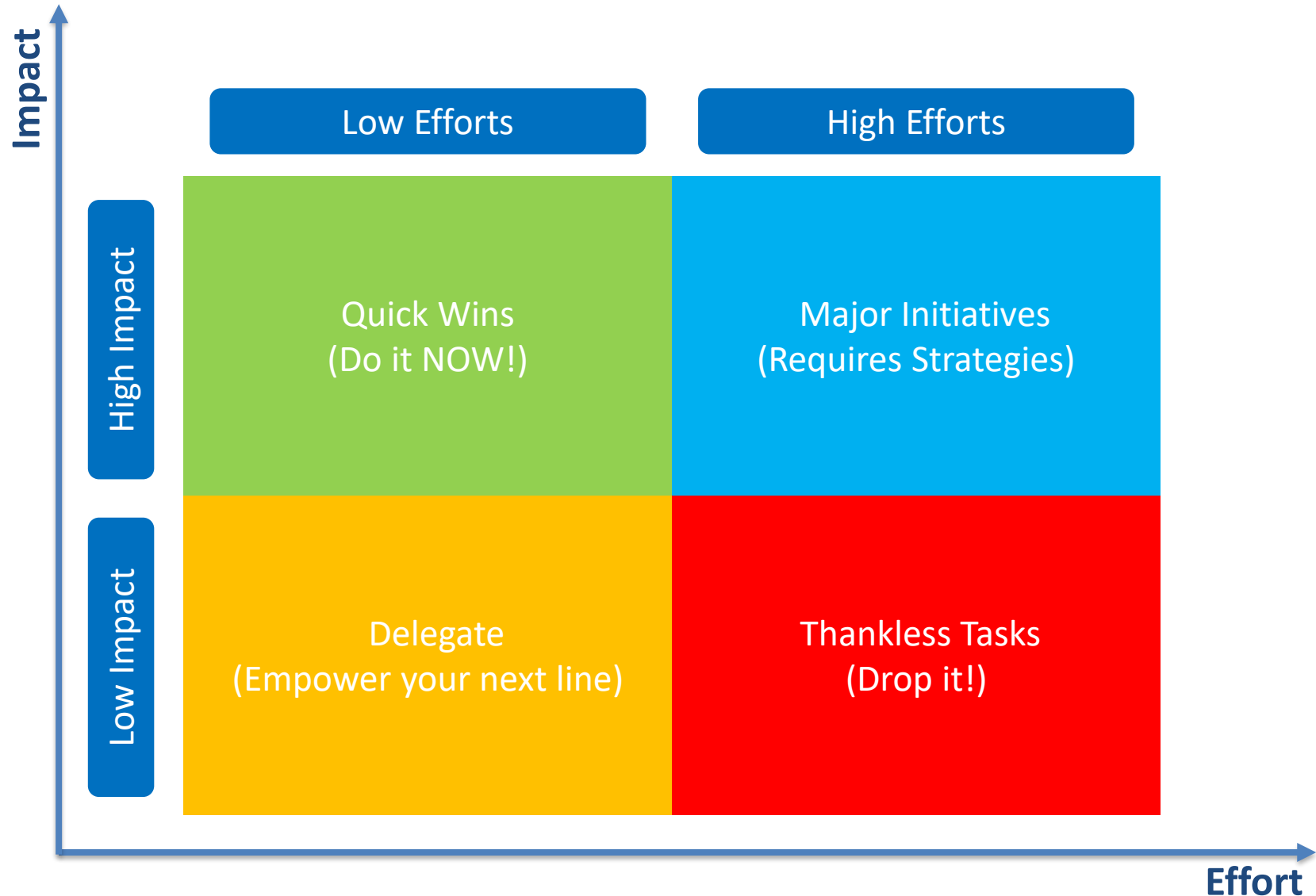


*Adapted from Prof. W. Chan Kim of INSEAD & HBR*

# Let's RACE with R.A.C.E.

- Brainstorm with the teams and list out all the probable actions for R.A.C.E.
- Identify high impact actions – remember the power of few!
- **Create a Action Priority Matrix**
- Create a 13 weeks detailed action plan – What, Who, By When?
- How are you going to monitor the success? – Measure it to improve it!
- Create a structured review

# Action Priority Matrix



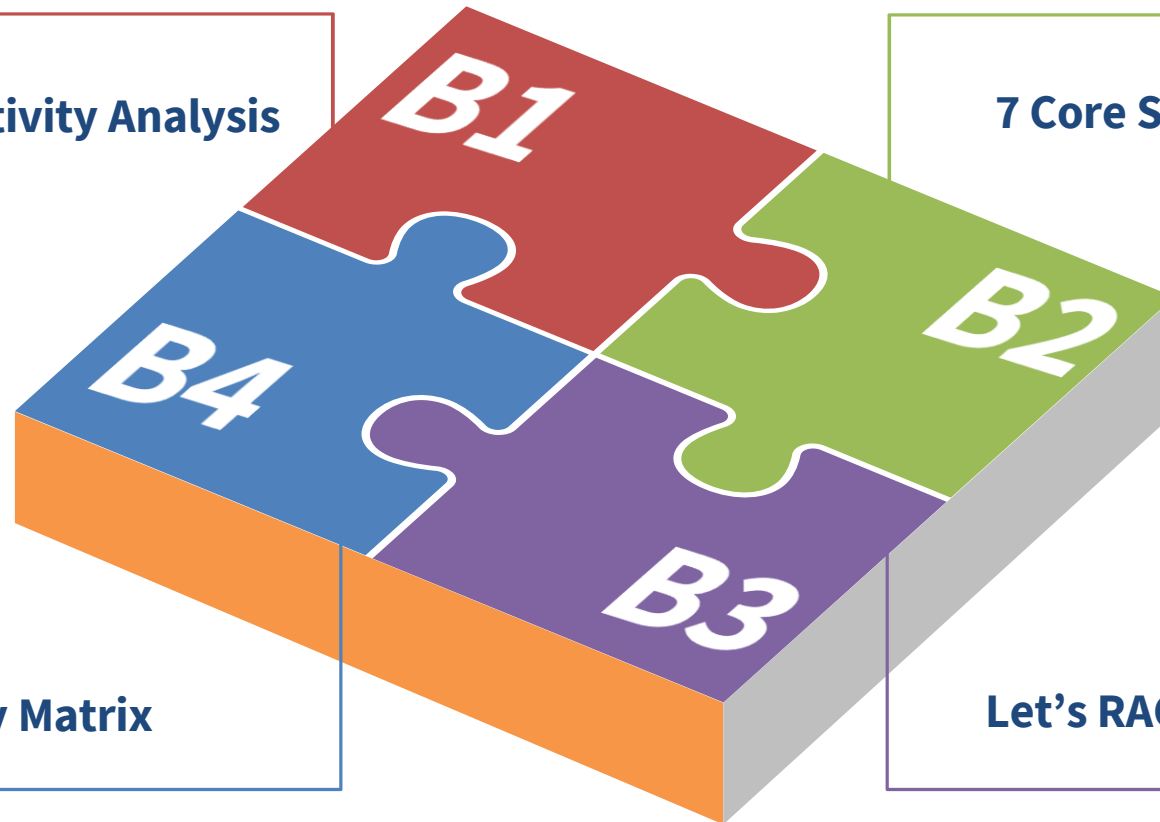
# Bounce Forward and not back!



**Business Sensitivity Analysis**



**7 Core Strategy Aspects**



**Action Priority Matrix**



**Let's RACE with R.A.C.E.**





Be a corporate athlete and **BOUNCE FORWARD!**



# My Coordinates



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“

**The first step towards getting  
somewhere is to decide, you are  
not going to stay where you are!**

*- J. P. Morgan*

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