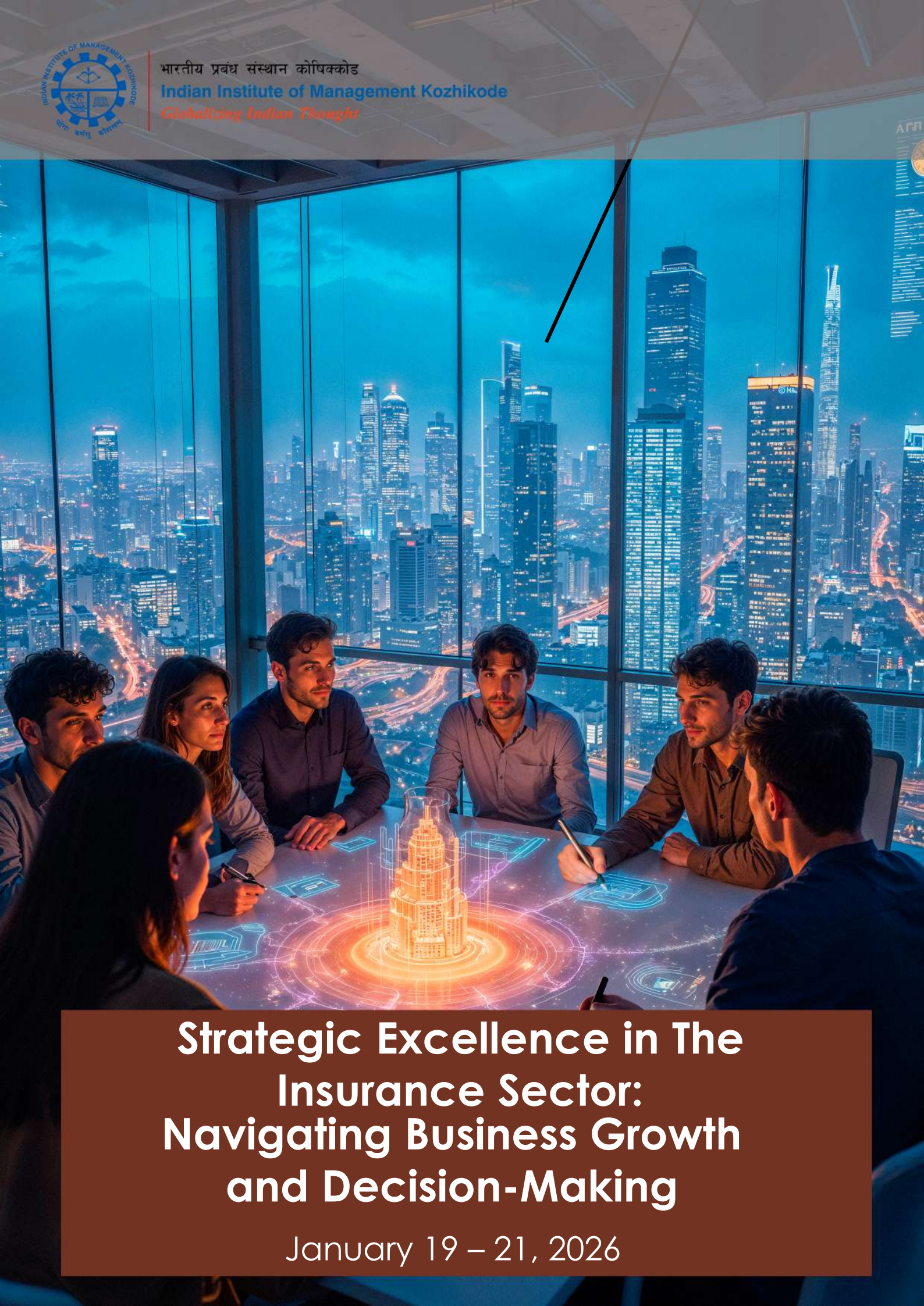




भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought

A group of six business professionals are seated around a large, illuminated table in a high-rise office. The table features a glowing digital interface with a 3D model of a skyscraper and various data visualizations. The background is a vast, panoramic view of a city skyline at night, with numerous skyscrapers and lights visible through the large glass windows. A thin black line points from the top right towards the meeting area.

Strategic Excellence in The Insurance Sector: Navigating Business Growth and Decision-Making

January 19 – 21, 2026

Program Overview

In the evolving landscape of the insurance sector, strategic thinking and decision-making are paramount to driving business growth and maintaining a competitive edge. This three-day immersive Management Development Program (MDP) aims to equip senior executives and emerging leaders in the insurance industry with strategic frameworks, analytical tools, and leadership insights to navigate challenges and capitalize on opportunities effectively. By developing a strategic mindset, participants will enhance their ability to align business goals with market trends, assess risks, and implement impactful strategies for long-term growth.

Program Objectives

By the end of this program, participants will be able to develop a strategic mindset for long-term growth and market positioning. They will enhance their decision-making capabilities using data-driven insights and risk assessment techniques while understanding the impact of regulatory changes, digital transformation, and evolving consumer behavior on the insurance business. The program also focuses on improving strategic execution and building high-performing teams that drive results, strengthening problem-solving, negotiation, and stakeholder management skills to achieve sustainable success.

Who Should Attend?

This program is designed for senior managers and executives in insurance firms handling strategy, business development, or sales. It is also ideal for functional heads in underwriting, claims, risk management, and operations looking to enhance strategic decision-making. Additionally, high-potential leaders identified for succession planning within insurance organizations will benefit significantly from this learning experience.

Program Structure and Key Modules

The three-day program covers essential areas in strategic thinking, decision-making, and execution tailored for the insurance sector.



Day 1: Strategic Thinking and Business Growth in Insurance focuses on understanding the insurance landscape, market trends, competition analysis, and regulatory shifts. Participants will explore strategic frameworks such as Porter's Five Forces, SWOT, and Blue Ocean strategies to align their strategy with organizational goals. The day concludes with a case study discussion, analyzing a leading insurance firm's strategic transformation.

Day 2: Data-Driven Decision Making and Risk Management introduces analytical approaches to decision-making, leveraging financial and operational data for strategic planning. Risk assessment and mitigation techniques will be explored alongside customer-centric strategies to enhance policyholder engagement and retention. A hands-on workshop will facilitate scenario planning and strategic simulations for insurance companies, allowing participants to apply theoretical concepts to real-world situations.

Day 3: Execution, Leadership, and Change Management focuses on strategic execution and performance measurement, setting KPIs, and aligning teams for success. Participants will explore leadership strategies for managing transformation and innovation in a dynamic insurance environment. The session will also cover managing stakeholders and driving change through effective communication and leadership influence. The program concludes with a capstone exercise where participants will develop a strategic action plan for their organizations.

Pedagogy and Learning Approach

The program employs interactive learning methodologies, including case studies and real-world examples from global and Indian insurance firms. Expert-led discussions and fireside chats with industry leaders provide deep insights, while simulation-based strategic decision-making exercises offer hands-on application. Breakout group activities and role-plays encourage peer learning, and a simulation project ensures practical implementation of strategic concepts.



Program Logistics

The three-day in-person program will be held at a premier venue or at the IIMK campus in Kozhikode. Sessions will be facilitated by faculty members from IIMK and experienced strategy consultants who bring a wealth of knowledge and practical insights into strategic decision-making and execution.

Expected Outcomes

Upon completion, participants will gain a holistic perspective on strategic leadership in the insurance sector. They will be equipped with decision-making models and tools to drive business growth, improve their ability to adapt to market disruptions and technological advancements, and have a clear roadmap for implementing strategic initiatives within their organizations.

Facilitators:



Prof. Dharun Kasilingam
Assistant Professor, Marketing
Management

Prof. Dharun holds a Masters of Engineering (M.E.) degree in Industrial Engineering (PSG Tech) and a Ph.D. in Marketing and Analytics (NIT Trichy). He was the youngest to receive a PhD at NIT Trichy at the early age of 25. His research interests majorly are two folds: Unstructured Data Analytics, and Technology and Consumer Behavior. He has also published multiple research articles, including in top marketing journals like Journal of Retailing and Consumer Services, International Journal of Consumer Studies, Technology in Society, Journal of Consumer Behavior, Journal of Brand Management, etc, and medical Journals like Transboundary and Emerging Diseases.

His papers in the Journal of Retailing and Consumer Services, and Technology in Society appear in the list of highest cited articles on the journal's home pages. His research has appeared in the proceedings of several renowned international conferences in India, Australia, Dubai, and Malaysia. He has a demonstrated ability to understand and apply advanced statistics and analytics to yield benefits to real-world business issues. He is also an expert in software packages Minitab, SPSS, Stata, AMOS, Smart-PLS, etc., and can proficiently code in R and Python. He teaches courses in marketing that intersect with Digital, Analytics, and Automation.



Prof. Salman Ali
Associate Professor, Strategic
Management

Prof. Salman Ali is an Associate Professor in the Strategic Management Area at the Indian Institute of Management (IIM) Kozhikode. He obtained his doctorate from IIM Ahmedabad, specializing in the domain of Strategic Management and International Business.

His areas of research encompass fields such as internationalization and re-internationalization of firms, global tourism and sustainable development, as well as digital transformation strategies. He has travelled extensively around the world, having visited over 20 countries spanning 6 continents, and has over 15 years of industry and academic expertise, including roles such as Assistant Professor at IIM Raipur and IIM Shillong, and Branch Director at Universal Business Links India (a franchisee of UBL United Kingdom). Prof. Ali has also made significant contributions to organizations such as CERA Sanitaryware Ltd, India and OCE Group, The Netherlands, through consultancy projects.

Cancellation Policy:

Joining instructions will be sent to the selected candidates 10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.

Programme Fee:

Rs. 60000 (Residential) |
Rs. 50000 (Non-Residential)
GST @ 18%



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Management Development Programme

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