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CHEUNG KONG GRADUATE
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MBA News



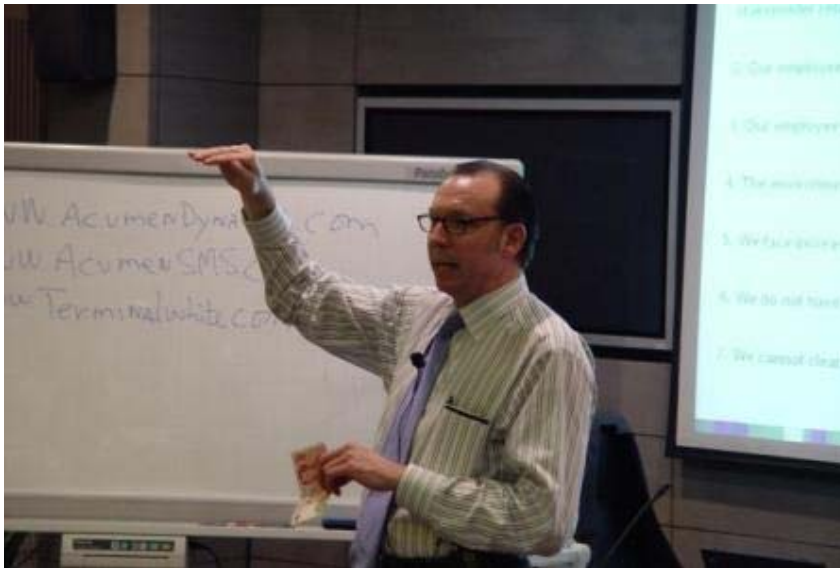
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Dr. David Pistrui Gives Keynote Speech

May 25th, 2006

David Pistrui, Managing Director of Acumen Dynamics and Industry and Professor of Business at the Illinois Institute of Technology, gave the keynote speech to our MBA students on May 24, 2006. The speech focused on how to build strategy focused performance driven organization.



Dr. Pistrui encouraged our students to “challenge some of your traditional thinking and adopt a new mindset and strategy in an age of great change.” He described the importance of strategy to a business and highlighted the reality that strategic planning and execution are always ignored by companies. He substantiated his argument with the following data:

- 85% of senior management teams spend less than one hour a month discussing strategy.
- 75% of executive teams do not have a clear consensus on the value proposition being offered.
- 5% of the work force understands the organization's strategy
- 25% of managers have incentives linked to strategy.

Citing the examples of Buick and Toyota, he said “Strategy focused organizations have the ability to be agile, and they are able to anticipate and make mistakes and rebound from that. If you give me the worst products but the best people, I can make money. But in reverse, I will cry.”

Dr. Pistrui also shared his golden rule of thumb with our students: “to manage a successful business, you must have 1. An effective strategic business planning; 2. Team building and people development; and 3. Experience, knowledge, know-how and networks.”

Dr. Pistrui serves as an educator, advisor, and consultant to family & closely held businesses, global corporations, and not-for-profit organizations. he is also a leader of Terminal White, a force in the global rock and roll scene. Despite Dr. Pistrui's busy schedule in teaching, researching, and consulting around the world, he still manages to squeeze in some time to write, record, perform and market a unique blend of

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industrial dance oriented rock with his band members.



Dr. Pistrucci with MBA class of 2005