

Empowering Educators

-Session 7

- ICT products for Educators-
A deliberation

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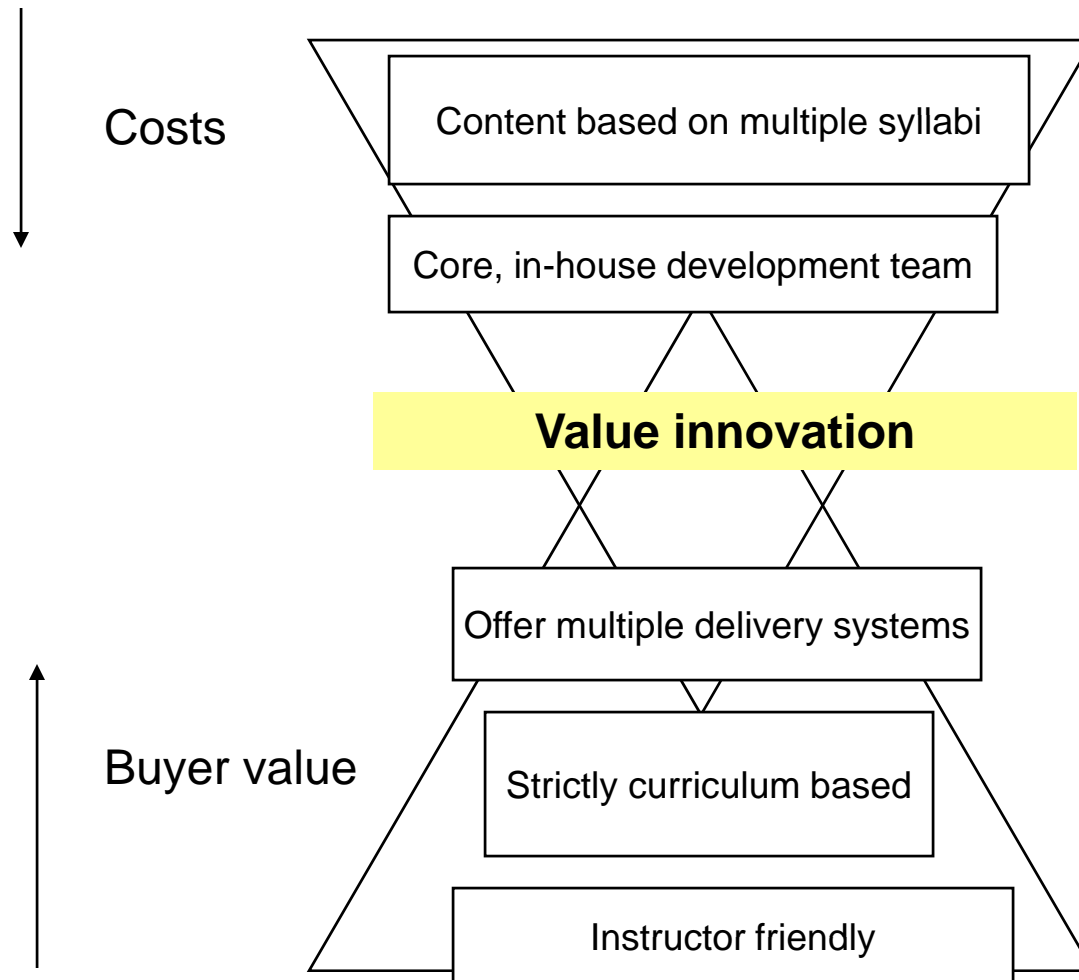
Session objectives

- Understanding the educators perspective on ICT based product
- Best strategies for facilitating the Educator's seamless progress from the traditional role of a teacher to the new role of a instructor of learning.

Expectation of educators

- As learners
 - Up-gradation of knowledge
- As facilitators
 - Bettering class average
 - Reduction of workload
- As managers
 - Classroom management

Value Innovation



Current Thinking vs New Strategy

Concept modules	Entire curriculum
Providing more of the same	Providing new features
Thin divide between teacher oriented & learner oriented models	Separate models for the two
A single platform offered for the costs	More than one mode of content delivery for the same cost

Formulation Principles

1. Product for rural & urban areas
2. Irrespective of numbers, provide different models
3. Cater to knowledge up gradation, both in domain area, language and technology
4. Strategy is to cater to both the educator & learner

Risk factor each principle attenuates

1. More time spent in market research
2. Developing new models
3. Ability to cater to individual needs
4. Novel model

Evaluation principles

1. Process driven model
2. Start with the end in mind

Risk factor each principle attenuates

1. Minimise operational risk
2. Minimise execution risks

“The soul never thinks without a picture”
Aristotle

- Visual Awakening
- Visual Exploration
- Visual Strategy Fair

Visual Awakening

- ✓ Compared our business with the competitors' by drawing our "as is" strategy canvas.
- ✓ Where does our strategy need to change?

Visual Exploration

- ✓ Exploring the field
- ✓ Observing the distinctive advantages of alternative products and services.
- ✓ Factors we need to eliminate, create, or change.

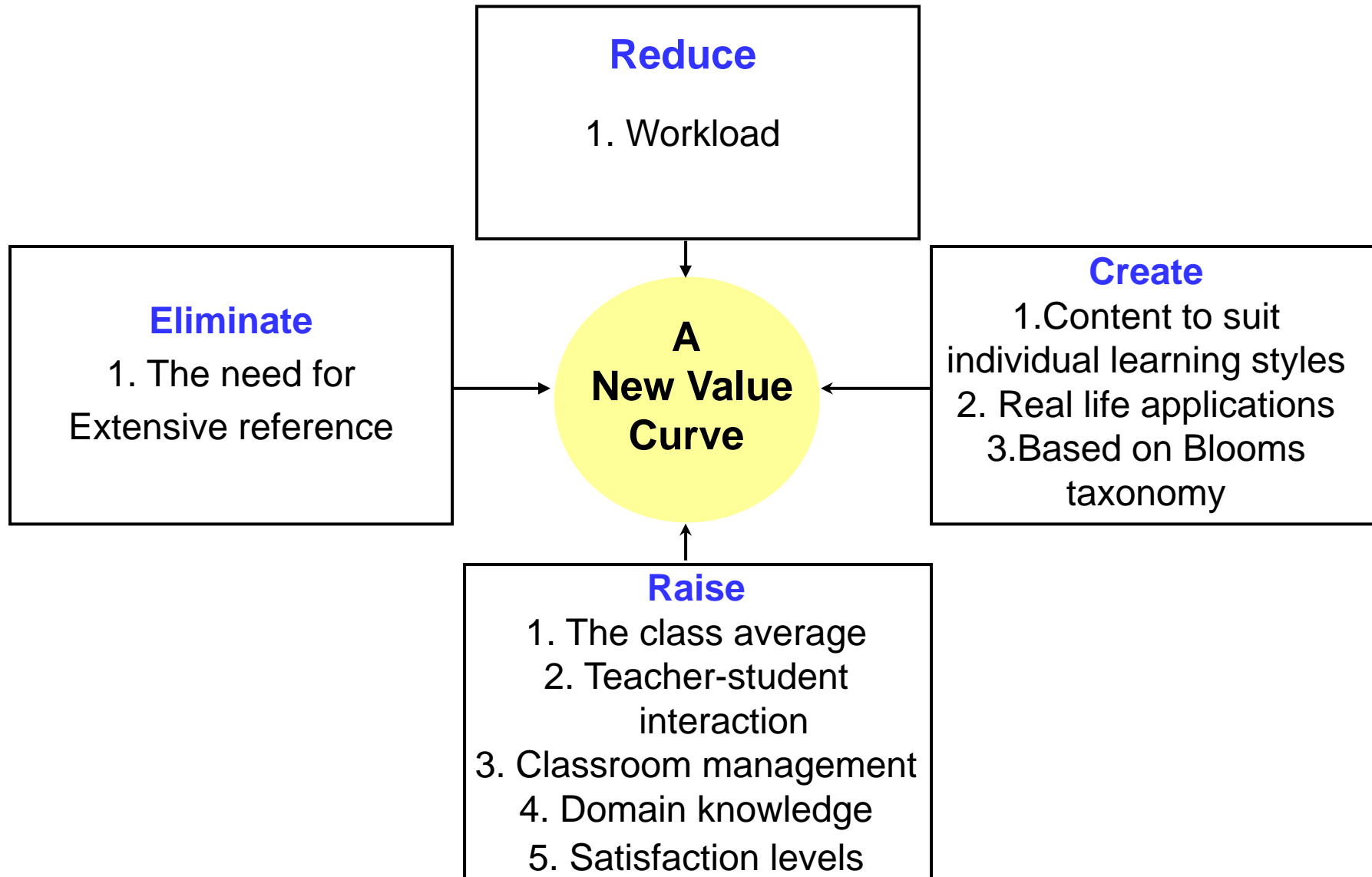
Visual Strategy Fair

- ✓ Drawing our “to be” strategy canvas based on insights from field observations.
- ✓ Getting feedback on alternative strategy canvases from customers, competitors’ customers, and non customers.
- ✓ Using feedback to build the best “to be” future strategy.

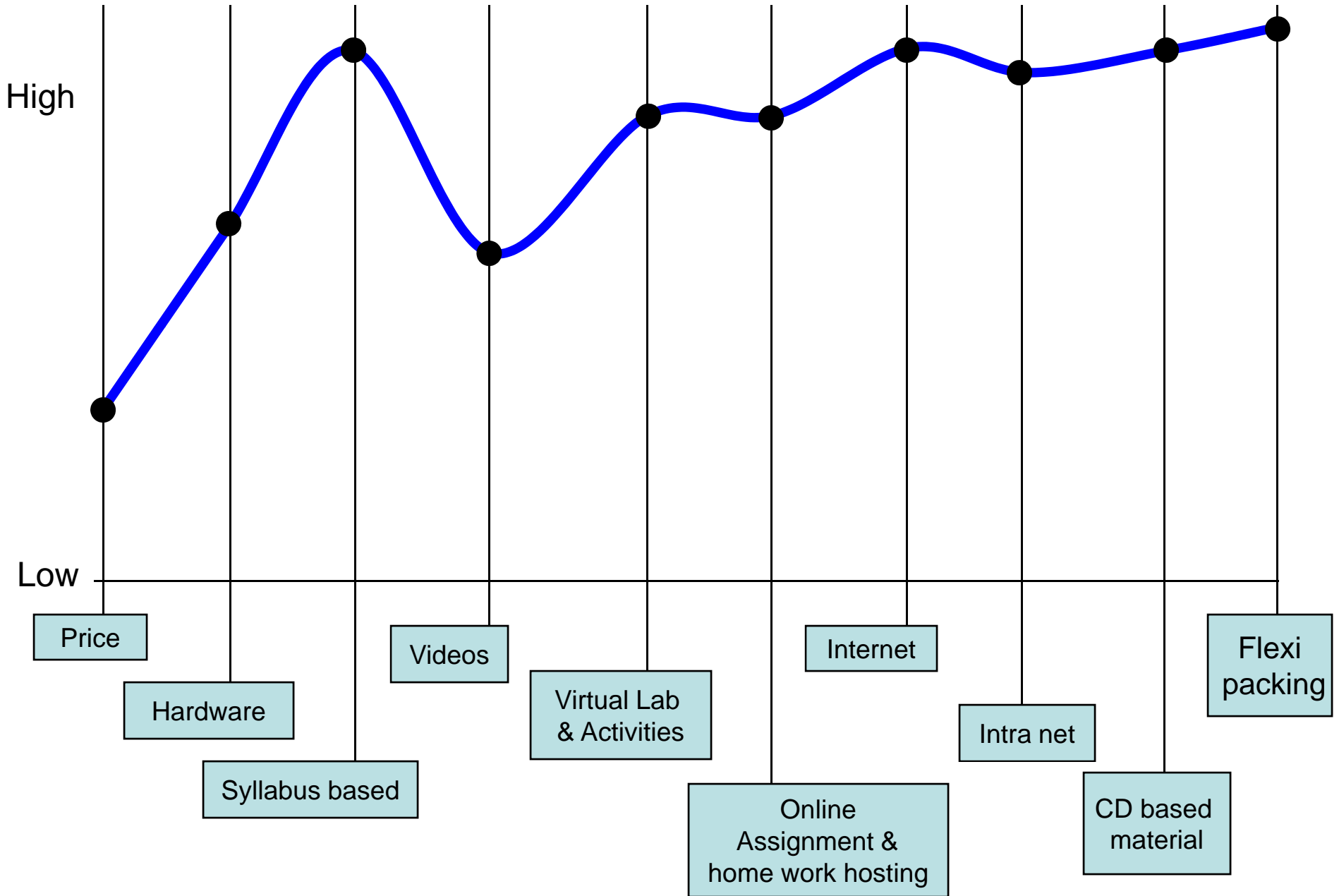
Four Actions Framework

Eliminate/Reduce/Raise/Create Grid

Four Actions Framework



Strategy Canvas



- Questions ?

- Thank you!