

The metaphor of chess as a guideline for a course of corporate strategy, leadership, decision-making and problem-solving

An innovative approach to executive education that combines the contents of an MBA strategy course with the analysis of the world chess champions' brilliant minds

#### « The world of business is a multidimensional chess game » John Chambers, CEO of CISCO Systems

#### Strategic thinking

Few managers know that strategic management originated 70 years ago in the experiments of cognitive psychology carried out on the chess masters' minds of the time. Get inspired by the original approach of **Chess and Corporate Strategy :** « A fascinating journey into the mechanisms of the human mind » (A. Karpov, 12th chess world champion)

#### Negotiation tournament

Like in a chess tournament, participants are divided into pairs to negotiate on several case studies. The negotiations are repeated by changing the roles until, after a certain number of runs, the winner of the "tournament" emerges. In the last round of negotiations of the transaction price tends to converge towards an equilibrium value thanks to the iterative structure of the tournament.

#### Decisions, emotions and paradoxes

Can the rational-decision theory still hold true when confronted with mind-boggling paradoxes? Whatever the answer, we have much to learn from the fascinating mechanisms that have been progressively refined by computers playing chess games against humans: the search for the horizon and quiescence, the pruning of complex tree diagrams and Minimax strategies.

#### War strategies for business

This chapter challenges the conventional "fair play" approach and proposes a militarist view based on Sun Tzu's "The art of war", Clausewitz's "At War" and Mao Zedong's "Red book". Chess, as a metaphor of war, will be used to illustrate the main warfare strategies in marketing.



### FACULTY

Luca Desiata is a corporate strategy expert with a passion for chess. He is today the CEO of an Italian state-owned company. Previously, he held positions in Enel, the World Bank, Accenture, Bain, Procter&Gamble.

An MBA from Insead and several executive programs allowed him to develop the contents and methodology of

**Chess and Corporate Strategy** 

**Anatoly Karpov** is the 12th chess world champion and one of the greatest players of all time. He held the official world title from 1975 to 1985.

Since 2005, he has been a member of the Public Chamber of the Russian federation.

He contributed to developing the contents of **Chess** and **Corporate Strategy** and has given forceful speeches in corporate conventions and institutional events.



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**Our executive education is available in different formats:** Outdoor seminars in a medieval castle or in a 5-star wellness center, executive education, dinner lecture or individual coaching.



## Media coverage of "Chess and Corporate Strategy" approach













For more info: ld@ScacchiStrategie.com



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Find out more about our executive education programs in the books: Chess and Corporate Strategy



"A fascinating journey into the mechanisms of the human mind"

Anatoly Karpov 12th chess world champion

*"An innovative approach to strategic thinking"* **Rocco Sabelli** Former CEO of Alitalia and Piaggio

" [...] The ultimate parallel between the game of chess and corporate strategies" Markus Venzin

Strategy professor, Bocconi University

# The book

"Chess and Corporate Strategy" is a management book that uses the chess metaphor to explore the dynamics of Strategic Thinking, Planning, Finance, Strategic Marketing, Decision-making Theory, Negotiations and Leadership.

Each chapter is complemented by an interview with Anatoly Karpov (12th world champion) and with Rocco Sabelli (former CEO of Alitalia and Piaggio).

Episodes from the fascinating history of the game of chess permeate the whole book, making it a more interesting reading than a traditional management publication.

Karpov has defined the book as "a fascinating journey into the mechanisms of the human mind".

### Luca Desiata

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