



Changing the Corporate Psyche

Institute Of Directors (IOD) was established in **July 1990**, as an independent wholly non-profit apex association of directors to spearhead India's quality revolution and build brand India by focusing on directors training and development. Its focus is on building **tomorrow's boards** by realigning their moral compass and making them more ethical, transparent, accountable and equitable. IOD is not simply an apex organization to which corporate directors' worldwide look upon, it is, in the words of its founder **Dr. Madhav Mehra**, "a movement to create a silent revolution through the boardroom for a just, equitable and sustainable world".

IOD was founded at a time when customers, employees, suppliers and community were not part of corporate governance equation. It was the first to think of enhancing sustainability of the enterprise through a constructive engagement with the stakeholders focusing on candor, transparency, equity, participation, accountability integrity and social responsibility in corporate decision making. IOD believes that business should be put centre stage to drive social, environmental and ethical agenda treating it as a competitive differentiator. In this meta-digital world of constant change and innovation, where the very nature of change is changing by the hour, corporations will not survive unless they constantly innovate and disrupt the status quo.

IOD advocates a principle – based model of corporate governance that value **7ds- Disruption of status quo, dispersal of authority, Diversity, Dissent, Dialogue, Disclosure and Director's training to craft** the boards to lead the change.

Conferences are not IOD's business, but it holds each year half a dozen conferences on diverse range of subjects from corporate governance, CSR, environment, climate change, boardroom practices, risk management, stakeholder engagement to competition policy and cyber laws. It's resolve is to reach out and involve everyone in our movement for a more equitable and sustainable world.

The IOD literature shows you how IOD spearheaded India's quality revolution by training thousands of quality managers by inviting world class quality gurus such as **Dr Taguchi** and **Dr Konodo** and instilling competitiveness in quality by instating the first ever Golden Peacock National Quality Awards, the literature shows IOD's firsts in many facets. It also has the report, the feedback and outcomes of our last year Global Summit on Sustainability in London.

The London Summit has been a new milestone for IOD. It was the culmination of IOD's radical, "out of box" and holistic approach focused on the human ware that inspired India's Quality revolution in 1990 and changed corporate psyche by demonstrating how ethical, responsible, transparent and equitable agenda has become the competitive differentiator. The theme address challenged the conventional wisdom on sustainable development and redefined sustainability as a process of creative destruction that continually disrupts the status quo, captured the imagination of everyone and elicited a rapturous applause. It demonstrated how our metaphors like 'success at all costs', 'winner takes all' and the 'Harvard Business school' model have fostered groupthink, starved innovation and sharpened inequalities, thus causing the greatest threat to sustainability of business.

None of the IOD's achievements would have been possible but for the extraordinary vision, transformational leadership tremendous foresight, futuristic thinking, phenomenal energy and unflinching commitment of its founders, especially Dr. Madhav Mehra. We have also been fortunate to have the unstinting support and guidance of intelligent giants like **Dr. Ola Ullsten**, former Prime Minister of Sweden, **Justice P N Bhagwati** and **Justice M N Venkatchaliah**, former Chief Justices of India ,who have always been a source of inspiration to us. All those associated with our Mission, are the backbone of our strength. IOD has a strong membership base of 1500 Institutional and 16000 Individual members.

The IOD's Masterclasses for Directors and their Golden Peacock Awards are other flagship initiatives that aim to improve the competitiveness of individual directors and their companies. The Masterclass programme qualifies successful participants to become independent directors of listed companies. The Awards help companies to become world class. Both have become global benchmarks. No business award today receives the kind of recognition and adulation among peers that the Golden Peacock does.

The IOD's programs extend from monthly lectures to workshops, National Conferences and International Conferences on issues such as Quality, Environment, Climate Change, Corporate Governance, Cyber Security and Corporate Social Responsibility worldwide. Further details on www.iodonline.com

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