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Dr. Yasho V. Verma is a transformative business leader, advisor, and keynote speaker with a distinguished 40-year career driving strategic growth and organizational reinvention. As **COO** and **Director at LG Electronics India**—where he broke new ground as the company's first non-Korean global executive—and later as **CEO of MIRC Electronics**, he led landmark initiatives that redefined market leadership and operational excellence.

His advisory work spans global institutions like the World Bank and industry leaders including Bosch, Samsung, and Hyundai. A respected Honorary Fellow of AIMA, he regularly teaches and speaks at leading international management programs. Dr. Verma is also the author of two acclaimed books, *Strategy Paradox* and *Passion – The Untold Story of LG Electronics*, cementing his reputation as a visionary voice in modern leadership and business transformation.

Leaders play a critical role in steering their organisations. In today's highly competitive environment, they must lead from the front. Effective leaders craft an inspiring strategic vision, foster trust-based empowerment, and ensure powerful execution of strategies. At the same time, they must build a learning organisation—one that acquires, internalises, and leverages external knowledge from every available source, including domain experts and specialised consultants.

Modern leaders also need to navigate complex tensions and paradoxes: balancing innovation with the productive conflict that arises around established product lines; agility with organisational size; and global integration with local responsiveness.

Equally important is managing the trade-off between commercial outcomes and structured planning aimed at building organisational capabilities. Any imbalance can affect either the cultural fabric of the company or its competitive edge.

Leaders must remain deeply focused on knowledge and ideas, continuously absorbing, adapting, and institutionalising relevant strategies from external advisors and consultants. The role of leadership has evolved significantly. In the past, leaders primarily guided boards, defined roles, and clarified expected results. Today, many young founder-leaders take on the responsibilities of a CEO while simultaneously raising funds, seeking mentors, and engaging strategic consultants.

Leadership and corporate governance now stand as two essential pillars of successful organisations. Effective leadership requires developing strategic principles, empowering employees, and communicating strategy consistently across the organisation. To remain competitive, leaders must continually cultivate strategic flexibility and strengthen core organisational competencies.

Ref: ***The Strategy Paradox: A Practical Approach to Real-World Challenges***, Yasho Verdhhan Verma, Atlantic Publishers & Distributors (P) Ltd.