

To inspire and guide



Writing an article for Knowledge@Wharton on opportunities in times of crisis led **Nitin Rakesh** and **Jerry Wind** to collaborate on a book on the 'architecture of disruption' two years ago. "It was a unique opportunity to collaborate and make an impact by providing legacy companies with guidelines on how to defend themselves against disruptors and, ideally, become disruptors

themselves," says Wind, Lauder Professor Emeritus at Wharton. When the corona virus crisis started earlier this year, the duo realised that many of the concepts and methods they had suggested were applicable to the situation. "So," adds Rakesh, who is CEO, Mphasis, the

infotech services company, "we changed our focus and finalised another book." The book they eventually co-authored, *Transformation in Times of Crisis*, defines eight principles for leaders of businesses, non-profit organisations and governments to create opportunities in times of crisis and helps them to adapt and succeed in the post-crisis reality. Designed to 'inspire and guide', as Wind says, the book – written by senior business journalist

Meenu Shekar, a 30-year veteran with a number of leading publications – uses many real-world examples to illustrate each of the eight principles it propagates, and includes an implementation

framework, as well as a set of tools to help implement many of them.

