



# Leadership Sun Tzu Vs. Krishna

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# On Initiative

✦ Sun Tzu says...

✦ Attack only when victory is likely

✦ Maneuver to win without a fight

✦ If the odds are bad, then retreat

✦ Krishna says...

✦ Act rather than react

✦ Leaders succeed in excellence by taking action.

✦ Leaders actions today show importance tomorrow

# On Subordinates

✦ Sun Tzu says...

✦ Be tough

✦ Iron discipline

✦ Excess kindness  
will beget  
uselessness

✦ Krishna says...

✦ Treat everyone as  
equals

✦ Leaders are  
compassionate and  
selfless



# On Financial Gain

✦ Sun Tzu says...

✦ Greed is Good

✦ The troops must see the booty and spoils ahead for motivation

✦ Krishna says...

✦ Never engage in action for material rewards

✦ Do well, and good things will come

✦ Acting on wordly desires leads to failure



# The Achieving the Final Goal

- ✦ Sun Tzu says...
- ✦ War is a fact of life and cannot be neglected
- ✦ Winnings requires guile and sometimes deception
- ✦ Krishna says...
- ✦ Leaders view problems in the larger context
- ✦ Show sympathy to all stakeholders, employees, ...



# In Closing

- ◆ Shift from Shareholder Driver to Stakeholder Focus
- ◆ Inclusive/Karma Capitalism
- ◆ Greed is Good to Green is Good
- ◆ Benefit Shareholders by placing Stakeholders first
- ◆ Lofty if not improbable quest

