

Chess & Corporate Strategy

Executive Education

« The world of business is a multidimensional chess game »

John Chambers, CEO of CISCO Systems

LUCA DESIATA · WITH ANATOLY KARPOV, 12TH WORLD CHESS CHAMPION

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Chess and Corporate Strategy is an intriguing journey through cognitive psychology, artificial intelligence, and game theory. The innovative methodology employed by the author leverages the metaphor of chess to furnish a compendium of corporate strategy, including strategic thinking, decision-making, negotiations, and leadership.

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Academic content

1. **Strategy formulation**
   - Strategic thinking and cognitive psychology
   - Decision-making theory
2. **Strategy implementation**
   - Strategic planning and resources allocation
   - Risk management
   - Negotiations theory
   - Leadership

Interactive learning activities

a. Decision making questionnaire

b. Make your move: simplified chess positions to test your decision-making style (no chess knowledge required)

c. Think like a grand master (business case discussion)

d. Negotiations tournament





Faculty

Luca Desiata is a corporate strategy expert with a passion for chess. He is today an Adjunct Professor at Luiss Business School in Rome. He was the CEO of an Italian state-owned company between 2016 and 2019 and the Country Manager for Enel in France and Belgium (2014-2016). Previously, he held positions in the World Bank, Bain, Accenture, 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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Available formats

Outdoor seminars in a medieval castle or in a 5-star wellness center.

Outdoor seminars | **Executive education** | **Dinner lecture** | **Individual coaching**










Media coverage of “Chess and Corporate Strategy” approach













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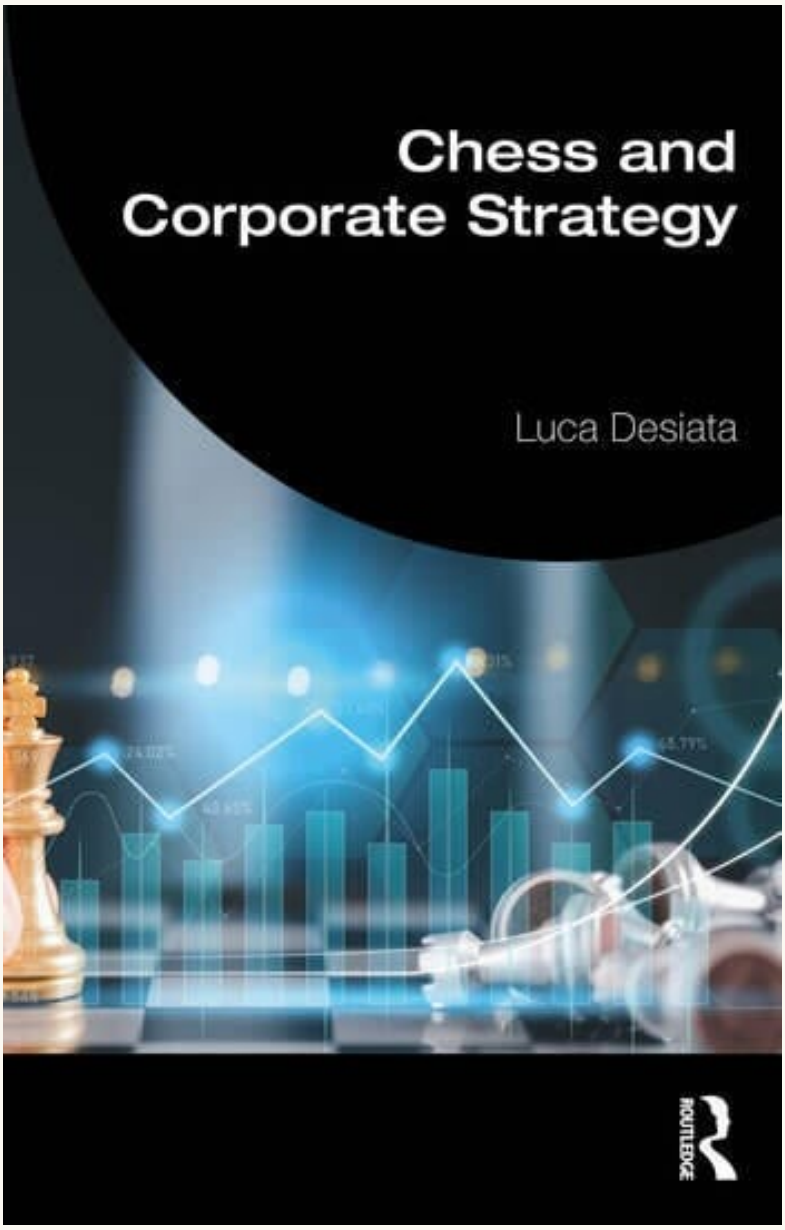
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Find out more about our executive education programs in the books:

Chess and Corporate Strategy

www.thestrategygame.org



The book

Chess and Corporate Strategy is an intriguing journey through cognitive psychology, artificial intelligence, and game theory. The innovative methodology employed by the author leverages the metaphor of chess to furnish a compendium of corporate strategy, including strategic thinking, decision-making, negotiations, and leadership. Each chapter is complemented by an interview with Anatoly Karpov (12th world champion) and with Luca Desiata as a former CEO of an Italian state company. 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".





"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

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Castello di Montignano (Umbria)

Chess and Corporate Strategy in Italy's medieval castles

A fascinating setting with a 5 star spa resort to stimulate strategic thinking and well-being

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