

"THE MOST POWERFUL BRAND IN ANY BUSINESS IS THE LEADER BEHIND IT."



IT AUTHORITY ACCELERATOR

The New IT **AI** - AUTHORITY & INFLUENCE
From Delivery Head to **Enterprise Leader**

FIREBRAND ACCELERATOR FOOTPRINT



16

Years of Impact

12

Countries Transformed

5000+

Leaders Developed

175+

Clients Transformed



THE FOUR AUTHORITY ENABLERS

THE IT AUTHORITY ECOSYSTEM

From Delivery Leader to Enterprise Authority

AUTHORITY ACCELERATOR



Authority Accelerator

A two-day immersive experience designed to strengthen leadership authority, strategic communication, global stakeholder engagement, AI readiness for IT leaders.

KEY AREAS

- Leadership Influence
- Optimal Decision Making
- Strategic Communication
- Market Authority

TRANSFORMATION:

From IT Operator to Global Business Leader.

CEOs, CXOs PANEL



CEOs, CXOs Panel Podcast

A leadership platform designed to amplify authority, showcase IT expertise, and strengthen industry influence through strategic leadership conversations.

KEY AREAS

- Industry Perspectives
- IT Success Narratives
- Innovation & Transformation Stories
- Market Trends & Insights
- Enterprise Leadership Conversations
- Global Business Perspectives

TRANSFORMATION:

From Internal Expert to Industry Voice.

NETWORKING CONCLAVE



Networking Conclave

An exclusive platform that connects IT leaders, global decision-makers, and industry influencers to foster strategic relationships and business collaboration.

KEY AREAS

- Leadership Networking
- Strategic Partnerships
- Cross-Industry Collaboration
- Peer Learning & Insights
- Global Leadership Connections
- Business Ecosystem Engagement

TRANSFORMATION:

From Professional Network to Leadership Network.

PERSONA & AUTHORITY AUDIT



Persona & Authority Audit

A comprehensive assessment designed to evaluate leadership authority, industry influence, market perception, and global readiness for GCC leaders.

KEY AREAS

- Leadership Authority
- Executive Presence
- Industry Credibility
- Market Positioning
- Visibility & Influence
- Trust & Reputation

TRANSFORMATION:

From Assumed Influence to Measured Authority.

THE FOUR BUSINESS IMPERATIVES

OUTCOMES - FROM LOCAL AUTHORITY TO GLOBAL INFLUENCE.

GLOBAL INFLUENCE



Increase Influence with Global Headquarters

Business Need : IT leaders often drive significant business outcomes but remain underrepresented in strategic global conversations.

OUTCOME :

- Increase visibility with global leadership
- Influence across cultures and geographies
- Expand representation in enterprise decisions

MESSAGE :

Elevate your voice in global decision-making.

STRATEGIC CAPABILITY



Position the organization as a Strategic Capability Center

Business Need: Many IT are still perceived as delivery centers rather than strategic capability and innovation hubs.

OUTCOME :

- Position the IT as a strategic capability center
- Build confidence with global headquarters
- Expand involvement in innovation initiatives

MESSAGE :

Position your IT as a strategic business partner.

THOUGHT LEADERSHIP



Build Industry Authority & Market Influence

Business Need: Organisation compete fiercely for talent, investments, and strategic mandates.

OUTCOME :

- Establish a trusted industry voice
- Strengthen market credibility
- Influence clients and stakeholders

MESSAGE :

Establish authority that drives trust and influence.

GLOBAL READINESS



Prepare Leaders for Global Roles

Business Need: Global organizations need leaders who can influence, collaborate, and lead across diverse markets.

OUTCOME :

- Strengthen executive presence on global stage
- Transformation from execution to business leadership
- Prepare for regional and global leadership opportunities

MESSAGE :

Prepare leaders to succeed on a global stage.

THE SIX SHIFTS

THE **AUTHORITY** ADVANTAGE FOR IT LEADERS

From Delivery Leader to Enterprise Authority



Global Visibility

Become known beyond India.



Bigger Roles

Prepare for regional and global leadership.



Influence Without Authority

Shape decisions across stakeholders.



Strategic Influence

Lead strategic conversations.



Leadership Authority

Build credibility beyond your organization.



Industry Voice

Represent the future of IT.

IDEAL FOR

• IT Heads • Center Directors • CEOs • COOs • CTOs • Transformation Leaders • Future Enterprise Leaders

THE FIREABRAND VOICE OF INDIA



DR ASHA KAUL
EX PROFESSOR, IIM
AHMEDABAD



SREEKANT K
EX GLOBAL TALENT
LEADER - EY



PRIYANKA DAS
CEO, LAUREATE
GLOBAL



Thought
Leadership



Global
Perspectives



Powerful
Networks



Business
Opportunities



Lasting
Impact



Led by Vision. Driven by Purpose.
RAHUL DEV PHARASI
Curator of the Firebrand Ecosystem
Architect of the Global India Readiness Mission

C SUITE REPRESENTATION



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