
STRATEGIST. CREATOR OF BSI.

Venkat Murthy

Kuruva Venkataramana Murthy

Find the real problem
before you commit to a
strategy.

Diagnosis. A coherent approach. Tests.
Coordinated action.



SHORT BIO

Venkat Murthy is a strategist and the creator of Bharateeya Strategic Intelligence, a seven-stage method for diagnosing a real problem, choosing an approach, testing assumptions and implementing a strategy. He brings a corporate leadership background to this work and is a TEDx speaker and the author of four books.

FULL BIO

Venkat Murthy brings more than two decades of work with entrepreneurs, business leaders, professionals and organisations to BSI. He helps leaders find the real problem before they commit to a strategy. Drawing on his corporate leadership background, he created Bharateeya Strategic Intelligence to connect diagnosis, a coherent approach, evidence from small tests and coordinated implementation.

His work draws from Bharateeya approaches to observation, discernment and disciplined action. In the Sankalpa browser app, participants apply the seven BSI stages to develop, test and implement a practical strategy over 90 days. Venkat personally reviews participants' work within the programme's stated review boundaries.

His four books are Bharateeya Strategic Intelligence: Diagnosis to Discipline, Drishti, Inspire Impact Ignite and AI-Driven Leadership. His TEDx talk and Flame Talks are collected under Talks & Community.

STRATEGY FOR LEADERSHIP TEAMS

A strategy, or a list of targets?

Formats to shape around your team's business problem.

Strategy keynote · 45 to 60 minutes

Help a leadership audience distinguish goals from strategy and ask sharper questions before committing resources.

Takeaway: A shared way to describe the problem, proposed approach and assumptions that need evidence.

Working session · 90 minutes

Use one team problem to separate symptoms from causes, compare approaches and identify a bounded test.

Takeaway: A draft diagnosis, one approach to examine and the evidence needed before a larger commitment.

Team strategy workshop · Half day

Work through a diagnosis, trade-offs, people, constraints and coordinated actions.

Takeaway: A working strategy brief with actions, owners, dates and a test to run after the session.

SAMPLE 90-MINUTE AGENDA

0 to 15 minutes: Name the intended progress and separate observed facts from assumptions.

15 to 35 minutes: Investigate the obstacle holding progress back.

35 to 55 minutes: Compare approaches and choose what to pursue, delay or stop.

55 to 75 minutes: Design a small test, agree an owner and decide what evidence would change the approach.

75 to 90 minutes: Coordinate the next actions and set a review date.

Available formats to discuss, not fixed packages. Audience, duration, preparation, scope, availability and fee are agreed against your brief. Implementation outcomes depend on the team's subsequent work.

TOPICS AND QUESTIONS

Bring the business context.

Start with what the team needs to examine.

01 Diagnose before you prescribe.

For founders, business owners and leadership teams examining a recurring business problem.

Which problem are we solving, and what evidence would change our view?

Explore the BSI method of seeing the problem, choosing an approach and testing assumptions before a bigger commitment.

02 A strategy or a list of targets?

For teams with competing priorities and limited resources.

Which actions work together to overcome the obstacle, and what will we stop doing?

Explore how diagnosis, a chosen approach and coordinated action give targets a practical route.

03 Test before you commit.

For teams preparing to invest in a chosen strategy.

Which assumption could make this strategy fail, and how can we test it on a small scale?

Connect a strategy to evidence, ownership and implementation over 30, 60 and 90 days.

FORMAT, AVAILABILITY AND FEES

Strategy keynote, facilitated strategy workshop, leadership team session or media interview. Scope, format, availability and fee are agreed individually after the event brief is reviewed.

Participant worksheets and review requests belong inside Sankalpa. Strategy sessions are scoped against the event brief.

FOR ORGANISERS AND EDITORS

Organiser essentials.

HOST INTRODUCTION

Please welcome Venkat Murthy, strategist and creator of Bharateeya Strategic Intelligence. His work asks leaders to find the real problem before committing to a strategy. He is also a TEDx speaker and the author of four books.

QUESTIONS FOR YOUR EVENT BRIEF

Who is your audience?

Which format would be useful?

Which recurring business problem should the team examine?

What is your preferred date or timing?

STRATEGY WORK, ASSETS AND TALKS & COMMUNITY**Biography**

<https://venkatmurthy.in/about/>

Books

<https://venkatmurthy.in/books/>

EliteOne Stories BSI author interview

<https://eliteonestories.com/author-interview-in-conversation-with-kuruva-venkataramana-murthy/>

BSI book and sample

https://play.google.com/store/books/details/Kuruva_VenkataRamana_Murthy_Bharateeya_Strategic_I?id=Lmb9EQAAQBAJ

Approved portrait

<https://venkatmurthy.in/assets/venkat-murthy.jpg>

BSI Sankalpa programme

<https://bsi.venkatmurthy.in/sankalpa>

Talks & Community

<https://venkatmurthy.in/flame-talks/>

TEDx: Leadership is a Flame, Not a Frame

<https://www.youtube.com/watch?v=fRgQH3ixeuQ>

Crafting Bharat conversation

<https://www.youtube.com/watch?v=CiP6t6ZCiCM>

Strategy keynote, workshop and media enquiries

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Please request approval for edited quotations or additional biographical claims. Event details and fees are confirmed individually.