

Ten Lessons from the Military to Markets

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This article is based on the content analysis of two comprehensive presentations made in August 2009. The first was made by General Sarath Fonseka, the former Army Commander, at an event organized by the Postgraduate Institute of Management Alumni (PIMA). The second presentation was made by the Defence Secretary, Mr Gothabaya Rajapaksa at Business Today Top 10 Corporate Awards ceremony. The listing and translation of military strategies are those of the writer.

Thirty years of bloody conflict had frustrated the peoples of Sri Lanka, and its economy. Conflict, death and destruction, and a brief period of negotiation and calm, only to be disturbed by another, yet more ferocious, blast, and then a battle, followed by death and destruction. This, indeed, was the sad saga of the country, for three long decades.

The LTTE was intransigent and they were considered invincible. These twin reckonings proved to be an insurmountable obstacle to peace and calm in the island. Eelam War IV did the seemingly impossible. It broke the back of one of the most feared terrorist organizations in the world, the LTTE, and then, annihilated them *in toto*, within a short space of thirty months. How was it possible, and what core military strategies made it possible? Importantly, is it also

possible to translate these winning military strategies into market strategies?

Here are ten such winning strategies - from the *Military to Markets*.

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