

€ TRAINING

Conference on Strategy Building and
Sustaining Competitive Advantage



11 - 15 November 2024
Paris (France)



Conference on Strategy Building and Sustaining Competitive Advantage

REF: C595 DATE: 11 - 15 November 2024 Venue: Paris (France) - Fee: 6555 Euro

Introduction:

This conference is designed to equip participants with the knowledge and tools necessary to build and sustain a competitive advantage in dynamic business environments. The program explores the key elements of strategy development, competitive analysis, and long-term business growth. Through it, participants will learn how to implement strategic frameworks that help organizations outperform competitors and adapt to market changes.

Conference Objectives:

By the end of this conference, participants will be able to:

- Understand the fundamental concepts of competitive advantage and strategy building.
- Conduct competitive analysis to identify strengths and weaknesses.
- Develop strategies to build and maintain long-term competitive advantage.
- Adapt business strategies in response to market dynamics and disruption.
- Apply best practices in leadership and decision-making for strategic success.

Target Audience:

- Senior Executives.
- Business Owners.
- Strategy Managers.
- Corporate Planners.
- Marketing Managers.

Conference Outline:

Unit 1:

Fundamentals of Strategy and Competitive Advantage:

- Overview of strategic management and competitive advantage.
- Key components of a successful strategy.

- Differentiating between cost leadership, differentiation, and focus strategies.
- Understanding value creation and its role in building competitive advantage.

Unit 2:

Competitive Analysis and Market Positioning:

- Techniques of conducting SWOT and PESTEL analyses.
- Identifying and analyzing industry forces with Porter's Five Forces model.
- Positioning your business within a competitive landscape.
- Benchmarking against competitors.
- Using competitive intelligence to inform strategic decisions.

Unit 3:

Strategic Innovation and Business Growth:

- The role of innovation in sustaining competitive advantage.
- Developing new products and services to differentiate from competitors.
- Adapting to market disruption and technological advancements.
- Leveraging digital transformation for growth.
- Case study: Businesses that sustained competitive advantage through innovation.

Unit 4:

Leadership in Strategy Execution:

- Leadership's role in successful strategy execution.
- Aligning organizational culture with strategic goals.
- Managing resistance to change and driving strategic initiatives.
- Decision-making frameworks for leaders in dynamic environments.
- Building and leading teams to achieve strategic success.

Unit 5:



Sustaining Competitive Advantage in a Dynamic Market:

- Long-term strategies for sustaining competitive advantage.
- Adapting strategies in response to industry and market shifts.
- Leveraging partnerships and alliances for sustained growth.
- Evaluating and refining business models for long-term success.