

€ TRAINING

Strategy Building and Sustaining Competitive
Advantage



26 - 30 October 2025
Sharm El-Sheikh (Egypt)



Strategy Building and Sustaining Competitive Advantage

REF: ST129 DATE: 26 - 30 October 2025 Venue: Sharm El-Sheikh (Egypt) - Fee: 3520 Euro

Introduction:

Building a strong strategy is essential for achieving and maintaining a competitive edge in dynamic markets. This concept focuses on developing innovative approaches, leveraging organizational strengths, and adapting to market changes to ensure long-term success and differentiation. This training program is designed to provide participants with a deep understanding of how to develop, execute, and maintain competitive strategies in an ever-evolving business landscape. It focuses on strategic analysis, competitive positioning, and the continuous adaptation necessary to stay ahead in the market.

Program Objectives:

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

- Analyze competitive landscapes using various strategic management tools.
- Develop and apply competitive strategies, including cost leadership and differentiation.
- Effectively implement and manage strategic initiatives while mitigating risks.
- Adapt strategies in response to market changes and ensure continuous organizational innovation.
- Build a strategic culture that fosters innovation and enhances organizational capabilities.

Targeted Audience:

- Business leaders and senior executives.
- Strategic planners and business development managers.
- Entrepreneurs and business owners.
- Management consultants focused on business strategy.
- Professionals in roles responsible for crafting and implementing competitive strategies.

Program Outline:

Unit 1:

Understanding Competitive Landscapes:

- Overview of the strategic management process.

- Tools for analyzing industry structure and competitive forces.
- Techniques for identifying market opportunities and threats.
- The role of market segmentation in targeting strategic initiatives.

Unit 2:

Crafting Competitive Strategies:

- Developing unique value propositions that differentiate from competitors.
- Strategies for cost leadership, differentiation, and focus.
- Utilizing the Blue Ocean Strategy for creating uncontested market spaces.
- Balancing short-term gains with long-term strategic goals.
- Aligning organizational resources to support strategic objectives.

Unit 3:

Implementing and Managing Strategic Initiatives:

- Key factors for successful strategy implementation.
- Managing and mitigating risks associated with strategic decisions.
- Tools for monitoring and controlling strategic initiatives.
- Leadership and change management techniques for strategy execution.
- Importance of Engaging stakeholders in supporting and sustaining strategic plans.

Unit 4:

Adapting to Changing Markets:

- Techniques for continuous environmental scanning and learning.
- Agile strategy-making: responding quickly to market changes.
- Strategic renewal and transformation processes.
- Innovation as a tool for competitive advantage.

Unit 5:



Building a Strategic Culture:

- Fostering a strategic mindset across the organization.
- Importance of Training and development programs to enhance strategic thinking skills.
- Approaches for Creating systems and processes that encourage strategic innovation.
- Building and sustaining strategic capabilities.
- Evaluating and rewarding strategic thinking and execution.