



# Training Course: Strategy: Building & Sustaining Competitive Advantage

24 - 28 June 2024 Liverpool (UK)



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Training Course code: LS234979 From: 24 - 28 June 2024 Venue: Liverpool (UK) - Training Course Fees: 5250 🛘 Euro

#### Introduction:

- · Define competitive advantage and its importance in business strategy
- Discuss different types of competitive advantages
- · Review the benefits and challenges of building and sustaining competitive advantage
- Explain how to implement a successful competitive advantage strategy

### Objectives:

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

- Understand the concept and benefits of competitive advantage
- Identify and evaluate relevant competitive factors
- Develop and implement a competitive advantage strategy
- · Analyze and interpret competitive factors to inform business decisions
- · Communicate findings and recommendations to stakeholders

## Target audience:

This training program is designed for business executives, managers, and strategists who are involved in developing and implementing competitive advantage strategies.

#### **Outlines:**

Day 1:

Introduction to Competitive Advantage



- Understanding competitive advantage: definition and types
- · Identifying relevant competitive factors
- Mapping your organization's competitive landscape

#### Day 2:

#### Competitive Analysis

- Industry and market analysis
- SWOT analysis and competitive positioning
- Competitive intelligence gathering and analysis

#### Day 3:

#### Value Proposition and Differentiation

- Creating a unique value proposition
- Developing and communicating differentiation strategies
- Identifying and leveraging core competencies

#### Day 4:

#### Innovation and Continuous Improvement

- Understanding the role of innovation in competitive advantage
- Developing a culture of continuous improvement
- Implementing lean and agile methodologies

#### Day 5:

#### Case Studies and Wrap-up

- Reviewing real-world examples of successful competitive advantage strategies
- Discussing lessons learned and best practices
- Q&A and course evaluation





# Registration form on the Training Course: Strategy: Building & Sustaining Competitive Advantage

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