



*Training Course:  
Business Strategy*

*7 - 11 July 2025  
Kuala Lumpur (Malaysia)  
Royale Chulan Kuala Lumpur*

## Training Course: Business Strategy

Training Course code: SC234865 From: 7 - 11 July 2025 Venue: Kuala Lumpur (Malaysia) - Royale Chulan Kuala Lumpur  
Training Course Fees: 6000 € Euro

### Introduction

Business Strategy is a training course that enables anyone to think and act strategically. You'll learn an effective, easy-to-grasp framework that some of the world's best companies use to create value and achieve outstanding financial performance.

The business Strategy consists of approximately 20 hours of material delivered over a one-week period 5 Days.

Business Strategy features 5 Days of content and daily exercises, enabling the opportunity to put learning into practice. Participants will learn how to evaluate trade-offs and align, prioritize, and formulate strategic initiatives for the greatest business impact.

### Training Objectives

- Assess business opportunities through the lens of value creation
- Apply the value stick, a research-based framework for strategy formulation, to key strategic decisions that companies face today
- Master the language and tools of business strategy to contribute meaningfully to strategic conversations and your team's success
- Create value for customers, employees, and suppliers, often in surprising ways, that rival companies will find hard to match
- Build sustainable success with the help of complements and network effects

### Target Audience

#### Mid-Career Professionals

Develop a powerful, value-based strategy to achieve greater success for your team and organization.

#### General Managers

Apply tools and frameworks to effectively allocate resources, determine which projects to pursue, and deepen your company's competitive advantage.

#### Consultants and Investors

Make stronger strategic recommendations and recognize the companies that are likely to achieve enduring financial success.

## Training Program Outline

### Module 1:

#### Creating Value for Customers

- Develop a foundational understanding of the value stack framework
- Learn how to make pricing decisions with a focus on WTP
- Distinguish the difference between sales success and WTP
- Identify ways to increase WTP and decrease WTS to create a dual advantage
- Explore the idea of value drivers

### Module 2:

#### Adding Value Through Complements

- Learn to identify complements
- Understand the difference between a compliment and a substitute
- Discover the power of complements as a competitive advantage
- Create a customer journey map to discover complementary products and services

### Module 3:

#### Competing with Network Effects

- Learn how to compete against dominant platforms
- Analyze the marketplace to determine how to lift WTP in ways that don't rely on the scale

### Module 4:

#### Creating Value for Talent

- Discover ways to make work more attractive for your employees
- Understand the difference between lowering WTS and reducing compensation
- Explore workplace flexibility and learn ways to make work more attractive
- Create an employee journey map to find ways to improve the employee experience
- Explore the elements of the Good Jobs Strategy

Module 5:

Mastering Productivity

- Discover why some companies are more productive than others
- Explore the power of economies of scale and minimum efficient scale
- Learn about opportunities to share value with your suppliers
- Identify ways to improve supplier relationships
- Determine the difference between good management practices and productivity

Module 6:

Implementing Strategy

- Learn to move from strategy formulation to strategy implementation
- Discover the importance of prioritizing strategic initiatives
- Learn to differentiate initiatives in a way that makes them difficult to imitate
- Determine the most important value drivers for your customers and employees
- Create a value map for your company
- Explore ways to prioritize the most important value drivers to grow your business

## Registration form on the Training Course: Business Strategy

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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### Company Information

Company Name: .....  
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 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
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### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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