



*Training Course:
Business Strategy*

*1 - 5 December 2025
Kuala Lumpur (Malaysia)
Royale Chulan Kuala Lumpur*

Training Course: Business Strategy

Training Course code: SC234865 From: 1 - 5 December 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 will 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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