



*Training Course:
Developing Strategy for Value Creation*

*3 - 7 August 2026
Casablanca (Morocco)*

Training Course: Developing Strategy for Value Creation

Training Course code: LS235018 From: 3 - 7 August 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction:

Welcome to the training program on "Developing Strategy for Value Creation." This program aims to equip you with the knowledge and skills required to develop effective strategies for creating value in your organization. In today's competitive business environment, creating value for customers is critical to achieving sustainable growth and profitability. This program will provide you with a framework for understanding the key drivers of value creation and how to develop strategies that align with these drivers.

Objectives:

- Understand the concept of value creation and its importance in today's business environment
- Learn how to analyze your organization's value proposition and identify areas for improvement
- Develop a strategic mindset and learn how to create strategies that align with your organization's goals and objectives
- Learn how to identify and evaluate market opportunities for creating value
- Understand the role of innovation in value creation and learn how to develop an innovation strategy
- Learn how to measure the success of your value creation strategy and make adjustments as needed

Target Audience:

- Senior Executives: Leaders shaping organizational strategy.
- Strategic Planners: Professionals focused on long-term, value-driven planning.
- Business Development Managers: Individuals identifying opportunities for growth.
- Entrepreneurs and Startups: Business owners developing sustainable value-creating strategies.
- Product/Service Managers: Professionals designing value-driven offerings.
- Investment Managers: Experts evaluating strategies for maximum stakeholder value.
- Consultants: Advisors helping organizations create value through strategic planning.
- Marketing and Sales Managers: Professionals aligning strategies with customer value creation.

Outline:

Day 1: Understanding Value Creation

- Introduction to the concept of value creation
- The importance of value creation in today's business environment
- Drivers of value creation
- Analyzing your organization's value proposition

Day 2: Developing a Strategic Mindset

- Understanding strategic thinking
- Creating a vision and mission statement
- Identifying strategic goals and objectives
- Conducting a SWOT analysis

Day 3: Identifying Market Opportunities for Value Creation

- Understanding the market landscape
- Identifying customer needs and wants
- Analyzing market trends and opportunities
- Conducting market research

Day 4: Developing an Innovation Strategy for Value Creation

- Understanding the role of innovation in value creation
- Creating an innovation strategy
- Identifying sources of innovation
- Managing the innovation process

Day 5: Measuring and Adjusting Value Creation Strategy

- Measuring the success of your value creation strategy
- Identifying key performance indicators
- Analyzing and interpreting data

- Making adjustments to your value creation strategy as needed.

Registration form on the Training Course: Developing Strategy for Value Creation

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