



*Conference:  
Strategy Building and Sustaining Competitive  
Advantage*

*21 - 25 December 2026  
Kuala Lumpur (Malaysia)*

## Conference: Strategy Building and Sustaining Competitive Advantage

Conference code: CO8131 From: 21 - 25 December 2026 Venue: Kuala Lumpur (Malaysia) - Conference Fees: 6300 € Euro

### Introduction

"Your success is determined by your daily agenda." - John Maxwell

This conference focuses on the importance of self-management in achieving personal and professional success. Participants will learn to set goals, monitor progress, and reward achievements. The program encourages individuals to take responsibility for their tasks, prioritize life goals, and balance work and family commitments. Develop strategies to manage stress, create positive deadlines, and improve overall performance through effective self-management.

### Objectives

- To ensure that participants understand the concepts of strategy and strategic management
- To understand the main frameworks within which robust strategies can be created
- To understand the linkage between strategy building and implementation
- To understand the meaning of the concept of competitive advantage
- To ensure that strategy is changed and developed to create a sustained level of high performance
- To enable participants to understand how their specialist parts of the organization contribute to strategy building and achieving sustainable competitive advantage

### Target Audience

- Senior Executives and General Managers
- Strategic Planning and Business Development Managers
- Department Heads and Functional Managers
- Operations and Project Managers involved in strategic execution
- Corporate Strategy and Organizational Development Professionals
- Business Unit Leaders responsible for competitive positioning and growth
- Professionals involved in strategic decision-making and performance management
- Entrepreneurs and Business Owners seeking sustainable competitive advantage
- Consultants and Advisors in strategy, transformation, and organizational change
- High-potential professionals preparing for senior leadership and strategic roles

### Outlines

Day 1: Business Strategy, Strategic Management, and Strategic Choice

- Generic Competitive Strategies
- Structural Analysis of Industries and Companies
- "Competitive Positioning" versus "Blue Ocean" approaches
- How value migrates over Time
- Customer Selection and the Principle of Differentiated Customer Engagement
- The Integrated Supply-Demand Chain as the Basis of 21st Century Strategic Thinking
- Choice and Complexity - The Fundamental Problem in Strategic Thinking and Planning
- Mini-Case on Strategic Choice

#### Day 2: How to Build a Robust Strategy

- The Interface of External and Internal Analysis: Trade-Offs and Balance
- The Concept of Shareholder Value and its Relationship to Strategic Planning
- Financial and Non-Financial Aspects of Strategy, Objectives, and Mechanisms
- Advanced Application of the "Balanced Scorecard" Principles
- Diagnosing Strategic Problems and Opportunities
- Strategic Choice - Offensive versus Defensive Strategic Programmes
- How to Build and Use the "5-page Strategy Framework"
- Mini-Case on Strategic Choice

#### Day 3: The Concept of Competitive Advantage and the Ways of Securing Competitive Advantage

- Review of the tools used so far
- Competitive Advantage through Cost Leadership
- Competitive Advantage through Product/Service Differentiation
- Competitive Advantage through Differentiation of the Business Model
- Combining Cost Leadership with Differentiation: Singapore Airlines Mini-Case
- Balancing Cost Leadership and Differentiation in Delivering Value to Customers
- Introduction and Briefing for the main Case Study

- First-phase group work on the main Case Study

#### Day 4: Strategic Risk and Global Strategic Management

- Identifying and Assessing Risk and Uncertainty
- Tools and Techniques in Managing Risk and Uncertainty
- The Essence of Globalization and Global Business Strategy
- Globalization - Managing the Strategic shift from between National/International/Global phases
- Globalization - Managing Organizational Change and the Human Resource dimension
- How to Build and Manage a Strategic Planning team
- Managing the Interface of Strategy and Global Operations
- Second-phase work on the main Case Study

#### Day 5: building tomorrow's organization out of today's organization

- Final-phase work on the main Case Study
- Group Presentations of the main Case Study
- Strategic Renewal: The Life-Cycle Principle Applied to Business Strategy
- The Importance of Vision and Values in Driving Strategic Development and Organizational Change
- The Senior Executive as Strategic Leader and Communicator
- The Senior Executive as Coach and Mentor - Getting Strategic Thinking into all Levels of Management
- Conclusions 1 - Building Tomorrow's Organisation out of Today's organization
- Conclusions 2 - The Corporate and Individual Value of Strategic Thinking

## Registration form on the Conference: Strategy Building and Sustaining Competitive Advantage

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

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