



*Training Course:  
Business Strategy*

*4 - 8 April 2027  
Istanbul (Turkey)  
DoubleTree by Hilton Istanbul Esentepe*

## Training Course: Business Strategy

Training Course code: SC234865 From: 4 - 8 April 2027 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe  
Training Course Fees: 6300 ₺ 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.

### Outline

#### Day 1: Creating Value for Customers

- Introduction to the value stack framework
- Pricing decisions with a focus on Willingness to Pay WTP
- Differentiating between sales success and WTP
- Strategies to increase WTP and decrease WTS for competitive advantage
- Understanding and identifying key value drivers

## Day 2: Adding Value Through Complements & Network Effects

- Identifying complements and understanding their strategic role
- Difference between complements and substitutes
- Using complementary products and services as a competitive advantage
- Developing customer journey maps to identify opportunities for added value
- Competing in markets driven by network effects
- Strategies for competing against dominant platforms
- Increasing customer value beyond scale advantages

## Day 3: Creating Value for Talent

- Making work more attractive for employees
- Understanding the difference between lowering WTS and reducing compensation
- Workplace flexibility and employee engagement strategies
- Creating employee journey maps to improve employee experience
- Exploring the principles of the Good Jobs Strategy

## Day 4: Mastering Productivity & Supplier Value

- Understanding productivity and competitive performance
- Economies of scale and minimum efficient scale concepts
- Creating shared value with suppliers
- Building and improving supplier relationships
- Differentiating between productivity and management effectiveness

## Day 5: Strategy Implementation & Value Mapping

- Moving from strategy formulation to effective implementation
- Prioritizing strategic initiatives and business goals
- Developing initiatives that are difficult to imitate
- Identifying critical value drivers for customers and employees
- Creating and applying a company value map
- Prioritizing value drivers to support sustainable business growth

## 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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
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### Company Information

Company Name: .....  
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### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
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### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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### Easy Ways To Register

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