



# The Competitive Advantage

"The Competitive Advantage" presents an interactive business environment in which participants experience running a multi-product corporation from a general management perspective, becoming involved in a truly competitive experience and enjoying it as a group process.

"The Competitive Advantage" can be formulated to match the company and background of each group of participants.

The learning objective is to enable middle and high-potential managers to learn to do the right things right. This involves understanding the difference in their role as a leader and as a manager in day-to-day activity; the value of a strategic plan that takes advantage of all business opportunities; the financial dynamics of implementing a competitive strategy; and how to design and operate an effective management system to implement the strategic plan.

## Who should attend ?

- Middle and senior managers with integrated management responsibilities
- Newly empowered management teams
- High potential managers
- Heads of functional and business areas.

## Content

- Thinking strategically: application of concept and tools
- Optimizing a four product portfolio
- Creating a sustainable competitive advantage by optimizing product differentiation and cost
- Implementing a long-range business plan
- Gathering and assessing business intelligence
- Correlating customer purchasing criteria and product cost and experience structure
- Balancing demand and supply
- Managing cash-flow
- Designing an appropriate information system and using financial statements to make effective strategic and operational decisions
- Analyzing quality of team process

## Benefits

By attending "The Competitive Advantage" and practicing their business leadership role in a real-time environment, participants will improve on their strategic perspective and so enhance their ability and willingness as managers to convert company strategy into reality.

## Logistics

"The Competitive Advantage" requires 2 to 5 days to complete. 15 to 30 individuals can take part in one session. Participants will work in teams, each representing the management of a firm, all competing on the same markets. It requires intense participation, as it involves action learning.