# Strategy in Competitive Markets

## Sample Program Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
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<tbody>
<tr>
<td>8:30-9:00</td>
<td>Breakfast</td>
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<tr>
<td>9:00-10:30</td>
<td>Introduction &amp; Building Blocks: Industry</td>
<td>Intrapreneurship</td>
<td>Corporate-Level Strategy: M&amp;A</td>
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<td>10:30-11:00</td>
<td>Break</td>
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<td>Break</td>
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<tr>
<td>11:00-12:30</td>
<td>Introduction &amp; Building Blocks: Business Models</td>
<td>Flying Lawnmowers (Drones and the Platform Economy)</td>
<td>Putting it Together</td>
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<td>12:30-1:30</td>
<td>Lunch</td>
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<tr>
<td>1:30-3:00</td>
<td>What is Strategy? Competitive Positioning</td>
<td>Guest Speaker and Panel</td>
<td>Competition Extended: Leadership &amp; Strategy</td>
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<td>3:00-3:30</td>
<td>Break</td>
<td>Break</td>
<td>Break</td>
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<tr>
<td>3:30-5:00</td>
<td>Strategic Value Curves</td>
<td>Private Equity &amp; Turnarounds</td>
<td>A Framework for Strategic Innovation</td>
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<td>Evaluation &amp; Wrap-up</td>
<td>Evaluation &amp; Wrap-up</td>
<td>Evaluation &amp; Wrap-up</td>
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<td>Networking Reception</td>
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*Please note that the sample schedule is subject to change*
Strategy in Competitive Markets – Program Topics

The Strategy in Competitive Markets program curriculum covers the following topics:

**Topic 1 | Strategy and Competitive Positioning**
- Techniques and strategies for competitive positioning
- The effects of internal activities on competitive advantage

**Topic 2 | Competition Extended: Network Effects**
- Harnessing value through networks of suppliers, competitors, complementors, and customers
- The effects of positive and negative network externalities on product and business success

**Topic 3 | Corporate Level Strategy & Pricing**
- The strategic logic of mergers and acquisitions
- Analyzing the potential for value creation in M&A
- Key lessons of successful M&As
- Clarifying the distinction between competitive and corporate-level strategies
- Strategy-setting in the multi-business company
- Pricing Models

**Topic 4 | Strategic Value Curves**
- Using strategic value curves to bring customer-centricity into strategy formulation
- Reviewing key tests of effective competitive strategies

**Topic 5 | Entrepreneurship & Strategy**
- Exploring entrepreneurial leadership
- The difference between management and entrepreneurial leadership
- Effective strategies for change management

**Topic 6 | Entrepreneurship & Incubation**
- Assessing competitive market drivers
- How Intrapreneurship occurs in large companies
- Differentiating between incubators vs. accelerators
- The core elements of intrapreneurship and incubation

**Topic 7 | Leading Across Organizational Boundaries**
- The role of power & influence within effective strategy implementation
- Developing a sophisticated political map of key stakeholders
- The importance of building alliances
- Planning a comprehensive influence strategy

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