



Sales, Marketing and Customer Service

Business Strategy

Course Introduction

Business strategies are critical to the success of every company, whichever industry it may be. However, developing an effective business strategy is easier said than done.

Harvard Business Review, in its research, indicated that 85 percent of executive leadership teams spend less than one hour per month discussing strategy, and half spend no time at all. The research also reveals that most employees don't understand their company's strategy. No wonder that 90 percent of businesses fail to meet their strategic targets. Organizational leaders must ensure the company's goals are strong and that the plan to reach them is purposeful, executable, and agile.

This training course is designed to provide participants with the essential and key concepts and strategies in order to develop and implement an effective business strategy. This training course will equip participants with the tools, frameworks, and knowledge to set goals, advocate for the benefits of strategic planning, formulate a winning strategy, and improve your strategic skill set.

Target Audience

This training course is designed and beneficial for leaders, managers, and professionals involved in the planning, management, and implementation of business strategies.

Learning Objectives

At the end of the training course, participants will be able to

- Gain a comprehensive understanding of how to evaluate business opportunities in the context of value creation
- Understand and utilize the concept of value stick, a research-based framework for strategy formulation, to key strategic decisions.

- Establish sustainable success with the help of complements and network effects
- Design a strategic innovation toolkit and apply design thinking and innovative problem-solving tools.
- Obtain in-depth understanding of 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

Course Outline

• 01 Day One

Creating Value for Customers

- An Introduction to Value-Based Strategy
- Sales Success and Willingness to Pay
- Asking How
- Near-Customers
- Exercise: Identify ways to increase and decrease willingness to sell (WTS) to create a dual advantage
- Exercise: Explore the idea of value drivers

Adding Value Through Complements

- Understanding Complements
- Shifting Value
- Navigating the Frenemy Relationship
- Discerning Complements from Substitutes
- Exercise: Create a customer journey map to discover complementary products and services

• 02 Day Two

Competing with Network Effects

- Understanding Network Effects
- The three types of network effects, their impact on WTP, and how to compete against dominant platforms.

- Which Markets Will Tip
- Strategies for Underdogs
- Digital Platforms and Innovation
- Exercise: Analyze the marketplace to determine how to lift WTP in ways that don't rely on scale

• 03 Day Three

Creating Value for Talent

- Talent
- Ways to make work more attractive for your employees
- Linking Productivity and Customer Delight
- Competing on Flexibility
- Compensation Policy
- The difference between lowering WTS and reducing compensation
- Exercise: Create an employee journey map to find ways to improve the employee experience
- Exercise: Explore the elements of the Good Jobs Strategy

• 04 Day Four

Mastering Productivity

- Measuring Productivity
- Why some companies are more productive than others,
- Economies of Scale
- Opportunities to share value with your suppliers.
- Teaching and Learning
- Good Management
- Exercise: Identify ways to improve supplier relationships
- Exercise: Determine the difference between good management practices and productivity

• 05 Day Five

Implementing Strategy

- Value Maps
- Evolving Your Value Proposition
- Connecting Strategy, Activities, and KPIs
- Move from strategy formulation to implementation
- The importance of prioritizing
- Differentiating strategic initiatives
- Execution Challenges

- Exercise: Determine the most important value drivers for your customers and employees
- Exercise: Create a value map for your company
- Exercise: Explore ways to prioritize the most important value drivers to grow your business

Confirmed Sessions

| FROM | TO | DURATION | FEES | LOCATION |
|----------------|----------------|----------|------------|-----------------|
| April 21, 2025 | April 25, 2025 | 5 days | 4250.00 \$ | UAE - Abu Dhabi |
| July 21, 2025 | July 25, 2025 | 5 days | 4250.00 \$ | UAE - Dubai |
| Dec. 22, 2025 | Dec. 26, 2025 | 5 days | 4250.00 \$ | UAE - Dubai |