



Management And Leadership

Developing Strategy for Value Creation

Course Introduction

This course provides a comprehensive exploration of value creation principles and strategic methodologies over five enriching days. Participants delve into fundamental concepts such as value creation's importance in today's business environment and its driving factors. They learn to develop a strategic mindset, identify market opportunities, and formulate innovative strategies for value creation. Additionally, they gain insights into measuring the success of their strategies and making necessary adjustments. Through a combination of theoretical insights and practical exercises, participants acquire the knowledge and tools to effectively create and implement value creation strategies within their organizations.

Target Audience

This course is tailored for professionals across industries who aim to enhance their understanding and implementation of value creation strategies within their organizations.

Learning Objectives

- Gain insights into the significance of value creation in contemporary business landscapes.
- Analyze your organization's value proposition and pinpoint opportunities for enhancement.
- Cultivate a strategic mindset and formulate strategies in alignment with organizational goals.
- Identify and assess market opportunities to enhance value creation.
- Appreciate the pivotal role of innovation in value creation and devise innovative strategies.
- Measure the effectiveness of your value creation strategy and adapt as necessary for continued success.

Course Outline

- **Day 01**

- Understanding Value Creation**

- Introduction to the concept of value creation
 - The importance of value creation in today's business environment
 - Drivers of value creation
 - Analyzing your organization's value proposition

- **Day 02**

- Developing a Strategic Mindset**

- Understanding strategic thinking
 - Creating a vision and mission statement
 - Identifying strategic goals and objectives
 - Conducting a SWOT analysis

- **Day 03**

Identifying Market Opportunities for Value Creation

- Understanding the market landscape
- Identifying customer needs and wants
- Analyzing market trends and opportunities
- Conducting market research

- **Day 04**

Developing an Innovation Strategy for Value Creation

- Understanding the role of innovation in value creation
- Creating an innovation strategy
- Identifying sources of innovation
- Managing the innovation process

- **Day 05**

Measuring and Adjusting Value Creation Strategy

- Measuring the success of your value creation strategy
- Identifying key performance indicators
- Analyzing and interpreting data
- Making adjustments to your value creation strategy as needed.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 21, 2025	April 25, 2025	5 days	4250.00 \$	UAE - Dubai
July 28, 2025	Aug. 1, 2025	5 days	4950.00 \$	Netherlands - Amsterdam
Dec. 29, 2025	Jan. 2, 2026	5 days	4250.00 \$	UAE - Dubai

