

DIRECTING STRATEGY

WHO SHOULD ATTEND

Directors and aspiring directors who are responsible for and contribute to the direction, management and operation of their organisations.

<u>Business Strategy & Decision Making</u>	<u>Marketing & Negotiation</u>	<u>Modern Strategic Tools</u>
<p style="text-align: center;">A practical workshop on preparing effective and credible business strategy</p> <p>COURSE OBJECTIVES</p> <p>Participation in this course will provide you with:</p> <ul style="list-style-type: none"> • A clear understanding of what business strategy is, how it serves as a basis for the preparation of the business plan and how it relates to the corporate strategy of the whole organisation • Knowledge of the conceptual models which are available to analyse opportunities and threats to the business and the strengths and weaknesses of organisation • Knowledge of appropriate techniques for developing strategic options and making an appropriate strategic choice • Critical appreciation of the basis of decision making at board level <p>COURSE CONTENT</p> <ul style="list-style-type: none"> • Business strategy and industry analysis <ul style="list-style-type: none"> ○ The hierarchy of strategies ○ The structure of business strategy ○ Analysis of industries ○ Competition and competitors • Markets, customers and market driven strategies <ul style="list-style-type: none"> ○ The analysis of markets, customers and generic market strategies • Decision Making and Problem Solving <ul style="list-style-type: none"> ○ Rational and non-rational decision making ○ Structured problem solving ○ Novelty, complexity and ambiguity ○ Phases in problem solving • Finding the way forward <ul style="list-style-type: none"> ○ Developing strategic options and allocating resources ○ Evaluation and performance management • Integrative case study 	<p style="text-align: center;">A practical workshop on achieving your goals</p> <p>COURSE OBJECTIVES</p> <p>Participation in this course will provide you with:</p> <ul style="list-style-type: none"> • the tools to establish or evaluate a sound marketing strategy for your organisation • the skills necessary to negotiate successfully in different situations and environments <p>COURSE CONTENT</p> <ul style="list-style-type: none"> • The importance of marketing <ul style="list-style-type: none"> • The 4P framework • The Value framework <ul style="list-style-type: none"> • Understanding customers <ul style="list-style-type: none"> • Purchasing criteria • How criteria vary in the value chain • Customer satisfaction and customer loyalty • Market research : measuring customer perceptions • Strategic Marketing <ul style="list-style-type: none"> • Customer segmentation • Market selection/Focus • Product and market lifecycle • Value positioning • Providing the value & the value proposition <ul style="list-style-type: none"> • Product & service development • Pricing • Sourcing/making • Distributing/servicing • Communicating the Value <ul style="list-style-type: none"> • Brand and brand management • Sales channels and sales force • Sales promotion and Advertising • Competing in the global arena <ul style="list-style-type: none"> • Variation of approach needed for different target audiences • Sources of market research and marketing databases • Negotiation preparation <ul style="list-style-type: none"> • Choosing the negotiation team • Establishing your BATNA • Setting your reservation price • Must haves, should haves and nice to haves • Assessing the other party's position and interests • Determining the other party's authority position • Negotiation skills <ul style="list-style-type: none"> • Conducting the negotiation sessions • Tactics to watch for and how to handle them • Handling deadlocks • Documenting the agreement • Practical group negotiation exercises 	<p style="text-align: center;">A practical course on formulating a strategy for the use of e-commerce</p> <p>COURSE OBJECTIVES</p> <p>Participation in this course will enable you to:</p> <ul style="list-style-type: none"> • Understand what e-commerce is, the terms associated with it • Appreciate the relevance of e-commerce to different businesses • Assess the market opportunity for e-commerce in your business • Choose the most appropriate e-commerce model to suit your business • Formulate a strategy for the use of e-commerce in your business <p>COURSE CONTENT</p> <ul style="list-style-type: none"> • The need for a strategy <ul style="list-style-type: none"> ○ The rapidly changing environment • Brief strategy overview <ul style="list-style-type: none"> ○ The need for a strategy in the rapidly changing environment ○ The four elements of an e-commerce strategy ○ The differences between online and offline businesses • Strategy formulation <ul style="list-style-type: none"> ○ Different value types ○ The market opportunity analysis process • Online business models <ul style="list-style-type: none"> ○ The value proposition ○ The resources to deliver ○ The revenue model ○ Types of online business models <ul style="list-style-type: none"> ▪ Metamarkets ▪ Auction ▪ Fresh information ▪ High quality ▪ Low price ▪ Most personalised • Strategy issues (ECMP) <ul style="list-style-type: none"> ○ Small businesses ○ Channel conflicts ○ Offline and online in one organisation ○ Pricing ○ Where to compete ○ Exchanges and malls • Integrative case studies

DATES OF COURSES

See website for current timetable (www.emadin.com)