



Competitive Strategy Workshop

*Condensed Crash Course Workshop for CEOs, Executives and Strategy Managers on
optimizing their business strategy to achieve leadership in their market.*



Sunday, May 10th, 2016



Competitive Strategy Workshop will take you in a journey to revisit, refresh and renew your perception of your business' most important strategic variables and empower you to initiate a solid business strategy initiative to take your business to the next level.

This workshop will help you:

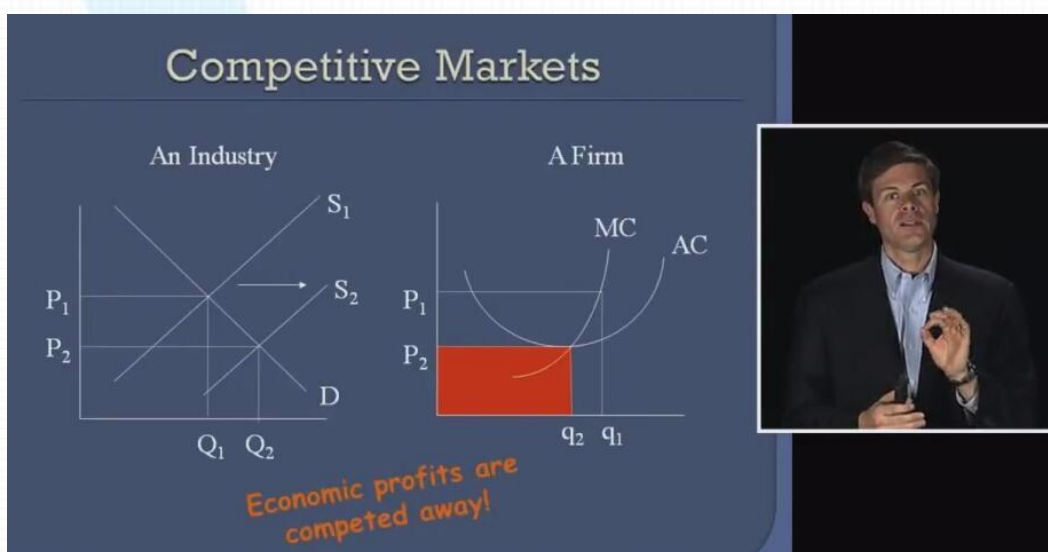
- Decide on the **Scope** of your company
- Decide on the **Positioning** of your company
- Decide on the **Pricing** of your company's products and services
- Decide on the Strategic **Relationships** of your company

Workshop content:

1. Concepts & Tools

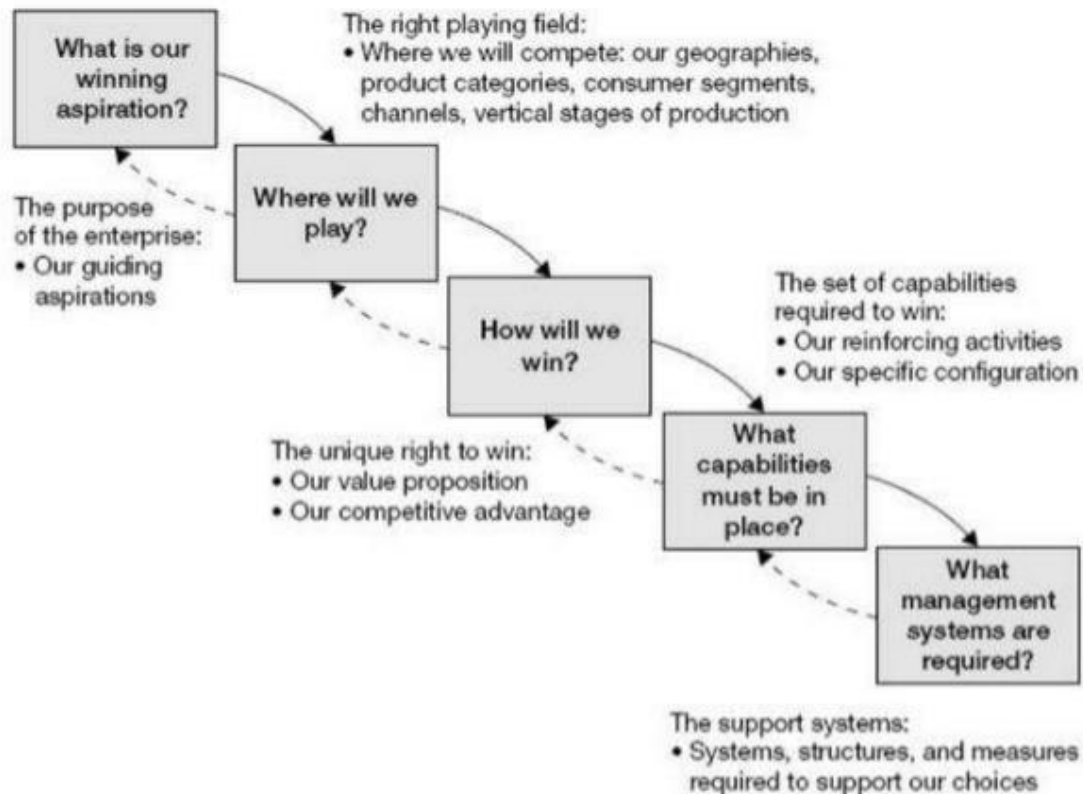
This section will cover concepts, principles and ideas required to understand and build an effective world class business strategy, centered on competitive market leadership and the tools required for competitive analysis, to generate the output required to design the Competitive Strategy for your business.

- Evolution of Competitive Business Strategy Thinking
- Economic Rents and The Fundamental Principle of Business Strategy
- Levels and Stages of Competitive Strategy Analysis
 - Analyzing Industry Structure: Poter's Five Forces Analysis
 - Analyzing Competitive Dynamics: Competitive Life Cycle Analysis
 - Analyzing Firm Capabilities: Firm Capabilities Analysis



2. Competitive Strategy Design Process (Playing to Win)

In this section, we will cut the chase and starting using the five step process designed by A.G. Lafley P&G's CEO and Roger Martin at "Playing to win" to organize our thoughts and tools we learnt in a step-by-step process to engineer a new strategy initiative.



3. Strategy Decision making (Game Theory)

Strategy is a combination of decisions, we'll learn the tools and techniques to take decisions related to your business' Scope, Positioning, Pricing and Strategic Relationship using basic logic and a little bit of game-theory.

- Game Theory Model
- Deciding on Scope
- Deciding on Positioning
- Deciding on Pricing Strategy
- Deciding on Strategic Relationships

Program

09:30 – 10:30 AM Breakfast, Welcome and introduction
10:30 – 12:15 AM Competitive Strategy Concepts & Tools
12:15 – 12:45 PM Coffee Break
12:45 – 02:30 PM Mastering Strategy Development Process
02:30 – 03:30 PM Lunch Break (Lunch served by Al Sorat Farm)
03:30 – 05:00 PM Decision Making using Game Theory
05:00 – 05:30 PM Open Discussion & Feedback

Who should attend?

Someone who formulates and implements strategy

- CEO or President
- Entrepreneur/Owner
- VP Strategic Planning
- General Manager of a Business Unit
- Marketing, Sales or Business Development Managers

Someone who evaluates strategy

- Investors
- Financial Analysts

Someone who recommends future strategic actions

- Consultants
- Secondary Stakeholders

Workshop content is inspired by:

Harvard Business Review's Playing to Win Strategy Toolkit - A.G. Lafley, Chairman of Procter & Gamble and Roger Martins, dean of the University of Toronto's Rotman School of Management

<https://hbr.org/product/playing-to-win-strategy-toolkit/PTWTL1-KND-ENG>

Foundation of Business Strategy on Coursera - Prof. Michael Lenox, Professor of Business at University of Virginia

<https://www.coursera.org/learn/business-strategy>

Competitive Strategy on Coursera - Prof. Tobias Kretschmer, Institute for Strategy, Technology and Organization at University of Munich.

<https://www.coursera.org/learn/competitivestrategy>

About the Facilitator:

Abdelrahman Magdy
Founder & Principal Practitioner, AMS Leadership

Strategic and Executive Leader with 10+ years of demonstrated experience in leadership, executive management and startups. Acquired massive knowledge and expertise in all affairs related to starting and growing companies, through hands-on experience creating startups and advising startups for sustainability and growth. Founded EGYpreneur - The Network of Egyptian Entrepreneurs, in 2008, credited of igniting the entrepreneurship/startup movement in Egypt.

About AMS Leadership:

AMS Leadership Institute work with those who want to take bold steps to grow their business and to break down the barriers that have been holding them back. We help business executives make big decisions and partner with them to create a new leadership vision, creating positive change in their markets and personal lives.

Connect:

LinkedIn: <http://linkedin.com/in/amagdy>

Twitter: <http://twitter.com/AbdoME>

Facebook: <http://facebook.com/AMSLeadership>

Workshop provided by EGYpreneur Training Center

Duration:

From 9:30AM to 5:30PM

Language:

English

Venue (Al Sorat Farm):

1.5 KM South of Sakkara Country Club just off Mansureya Road, near Pyramids of Abu Sir - Behind villa of Dr. Magdy Agamawi, Esbat el Hawagat,, Al Badrashin, Giza Governorate (Map: <http://egy.im/SoratMap>)

** The Workshop is conducted in a retreat mode, outdoors where there is no Air Conditioning and presence of friendly farm Dogs, dress code is casual.*

Booking fee:

1400 EGP or non-members (\$150 USD)

1200 EGP for EGYpreneur members