

PROGRAM DESCRIPTION

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Center for Strategic Business Integrity
3032 Averley Road
ijamsville, MD 21754

Competitive Strategy: Porter-esque Analysis for Directors and their Trusted Advisors

Summary

Understanding competitive strategy and how to use it to achieve sustainable advantage over the competition is an essential skill for all Board Members and their Advisors. In this case study based program, we'll apply the lessons from Michael Porter's book "**Competitive Strategy**".

This course is a critical part of our series on **Strategic Decision Making**, is designed to provide a practical tool for Directors, Board Advisors and Consultants involved in developing competitive advantage.

Learning Objectives

In this program, Directors and their Trusted Advisors will learn to:

- Understand competitive strategy and advantage
- Understand the components of competitor analysis using Porter-esque Analysis
- Apply Porter-esque Analysis to the formation of strategic vision and decision-making
- Use as a framework for setting future strategic direction

Program Content

Each CSBI program is tailored to the specific risks and training needs of Board Members and Board Advisors. Possible topics for this program include:

- Structural analysis of industries
- Types of competitive strategies
- Framework for analysis
- Competitor intelligence
- Understanding of industries, business life cycle and market environment
- Using Porter-esque Analysis in one-time and recurring strategic decisions

Instructional Method, Program Length and Continuing Education Credits

This program utilizes a combination of lecture, facilitated discussion and short exercises. The suggested length is one full day. Summary programs and Webinars are planned for one or two hours in length. Actual program content and length is tailored to the unique needs of each client, and is determined in planning conversations with the client. In accordance with the standards of the National Registry of CPE Sponsors CPE credits will be granted based on a 50-minute hour.

Program Level:	Advanced
Prerequisites:	None
Advance Preparation:	None
Deliver Method:	Group-Live or Internet-Based Webinar
Field of Study:	Specialized Knowledge and Applications
Recommended CPE Credits:	1 to 8 credits, depending on actual tailored program length