XCELERATE TRAINING INSTITUTE

your learning & development partner

STRATEGY AND STRATEGIC PLANNING

# Corporate Strategy and Value Innovation Training Course

| DURATION | LANGUAGE | FORMAT |
|---|---|---|
| **5 days** | **English** | **Classroom / Online** |

## Upcoming dates

| Dates | Venue | Format | Fee |
|---|---|---|---|
| 15 – 19 Mar 2027 | Live online | Online (live) | **€1,200** |
| 26 – 30 Apr 2027 | France | Classroom | **€5,500** |
| 27 Sep – 1 Oct 2027 | Live online | Online (live) | **€1,200** |

### Register or ask a question

Online: x8ti.com/course/corporate-strategy-and-value-innovation-training-cou…

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# Corporate Strategy and Value Innovation Training Course

## Introduction

Introduction

Designing and implementing a sustainable corporate strategy is one of the most important tasks of today's modern leader. Understanding and identifying high-value innovation opportunities and maintaining a competitive edge in an increasingly challenging industry is of the utmost importance.

Within this course, we will guide you through the many strategies that are available to help you make the most of innovation within your organization. You will learn how to adapt tools, methodologies, systems and processes to lead to a more streamlined approach.

Do you understand the opportunities contained in the Blue Ocean Strategy? Do you want to guide your organization into new markets and non-competitive waters?

This Xcelerate Training Institute course will empower you with all the necessary knowledge and understanding that you will need to develop a top-down strategic approach, giving you a competitive advantage and helping you to identify and target new market opportunities.

Learning Objectives

Upon successful completion of this course, you will be able to –

- Identify and understand the most common corporate strategies and be able to analyze the benefits of each
- Fully integrate an appropriate strategy based on value innovation which will be of benefit to your organization
- Appreciate the opportunities contained within the Blue Ocean Strategy and have developed your plan for moving your business forward into potential new areas
- Identify low cost or market differentiation strategies that will improve efficiencies for your entire organization and understand the costings involved in each
- Roll out your strategy and understand the implications at each stage of the process
- Feedback to colleagues and decision-makers how to adjust the strategies of their departments accordingly to fit in with the corporate plan

Training Methodology

This course will be taught as an interactive training program and will provide you with plenty of opportunities to learn from and engage with other learners. You will also experience –

- Seminars and Presentations
- Lectures and guest lectures
- Group work and group discussions
- Graded assignments

- Case studies and real-world best-practice methodologies
- Brainstorming and groupwork

Benefits For Your Organization

By encouraging your senior employees to participate in this course you will be encouraging real change within your organization in the following areas –

- Further exploration of new market opportunities within corporate strategy and value innovation
- Access to the most modern tools for considering lower-cost value innovation
- More defined top-down strategy for ensuring a competitive advantage which is applicable and relevant to all departments
- Senior Executives more aware of the potential of Blue Ocean Strategy thinking and the positive and profitable effects that it can have

Benefits For You

By taking part in this course, you will be able to enjoy the following –

- Continued personal education by remaining up to date with the most innovative changes in corporate strategy methodology
- A greater awareness of new opportunities through the Blue Ocean strategy, meaning an improved competitive advantage in newly created markets
- Developing your skills in the areas of critical thinking, innovation and creativity – taking some time to “think outside the box” and engage with other professionals
- Completing the course with a tangible and workable plan of how to incorporate these changes in your organization to lower cost and improve profit margins

Target Audience

This course is ideally aimed at anyone who works within a strategic role at the corporate level, but would also be very suitable for –

- Strategy Team – anyone involved at a senior level in identifying and developing the corporate strategy
- Senior Management – anyone responsible for high-level decisions and corporate governance
- Department Heads or other professionals with an interest in value innovation and competitive opportunities

Course Outline

Introduction to Corporate Strategy and Value Innovation

- A high-level overview of the role of corporate strategy
- A greater understanding of the process and focus on value innovation
- Looking at the three strategic questions of Mission, Environment and Vision

Porter’s Competitive Strategies

- An in-depth look at the current competitive strategies based on Porter’s Five Generic Insights
- Identifying and understanding the benefits and limitations of each of these

- Considering the possibilities of more innovative strategies

Value Innovation

- Greater insight into the importance and the fundamentals of the cost-based analysis
- Considering low-cost options for a competitive advantage and identifying where the opportunities for this exist within your market
- Converting savings into profits and including such innovations in corporate strategy going forward
- Looking in great detail at the entire supply chain and establishing key points for value innovation at each crucial stage
- How to identify and measure success within value innovation in your own company

Competitive Advantage and Market Differentiation

- Covering in detail the importance of successful market differentiation strategies and how to incorporate these with your overall strategy
- Identify the competitive advantage between differentiation, low cost and best cost strategies
- Analyzing how best to maintain and sustain market differentiation and the benefits this will bring for your company
- Looking in-depth at all possible differentiation strategies and brainstorming which ones are most suited based on your requirements

Focused Cost Leadership Strategies

- Looking in-depth at the Focused Cost Strategies within the five generic strategies
- Comparing the advantages and disadvantages of each based on real-world case studies
- Understanding how to define what success will look like for your organization in each of these areas, and how to build these milestones into your corporate strategy
- Identifying the circumstances and situations where these types of strategies would be most advantageous

Introduction to Blue Ocean Strategy

- A high-level look at the innovation of the Blue Ocean Strategy and how it can be used to best effect within different industries and types of business
- In-depth analysis of Blue Ocean vs Red Ocean strategies and how to identify which ocean you are in
- Looking at the key principles of Blue Ocean Strategy and how it is revolutionizing the modern competitive landscape

Blue Ocean Canvas

- Practical insights into the Blue Ocean canvas and a whole host of other analytical tools to help you with developing a solid value innovation plan
- Understanding the use of the action frameworks and the value curves and how to apply these to your requirements
- A deeper understanding of value innovation as it relates to the Blue Ocean Strategy

Designing your Corporate Strategy

- Using everything you have learned to develop your own corporate strategy and value innovation plan
- Greater understanding of your current market and potential market opportunities
- Designing a plan that will consider new areas of growth and profitability and developing a strategy for

implementing this within your organization.

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# Registration Form

## Corporate Strategy and Value Innovation Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

### Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

### Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

### Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

### Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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Open the course page