

# Certificate in Competitive Strategy

This certificate program will quickly and effectively sharpen your competitive strategic skills. You will learn how to analyze industries, markets and competitors, enabling you to contribute towards the development, formulation and implementation of competitive strategies. Learn how to develop business strategy that will surprise and outmaneuver your competitors. Provide decision makers with a strategy-focused perspective on competitors and markets. Learn how to implement Business War Gaming as a strategic decision-making tool.

## Be Inspired and Motivated

The Institute for Competitive Intelligence is a leading, global provider of Competitive Intelligence education through open workshops, in-house workshops, certification and conferences. Our education is intense, challenging and exciting. All workshops can be booked as individual training events or as part of a certification program. Briefings and workshop materials are sent to participants in advance enabling them to prepare for the workshops. During the workshops small classes with up to 15 participants allow for hands-on exercises and intense discussions. Candidates on the certificate program also work on assignments and must sit a final exam. Your instructor, Rainer Michaeli, has more than 20 years of practical competitive intelligence and strategy development experience. He is the author of a bestselling CI book, board member of the German CI society, management consultant, entrepreneur, university lecturer and director of the ICI.

### Next dates: Paris, October 15th-19th, 2012

**Oct 15th** Analysis of Competitor's Strategies (ICI-21)

**Oct 16th** Business War Gaming (ICI-30)

**Oct 17th** Strategic Market Analysis (ICI-31)

**Oct 18th-19th** Dynamic Competitive Strategies (ICI-33)

**Dec 10th** Exam

### Incl. two assignments

Tuition fees: € 3,550 (excl. VAT)

Further dates: Chicago, July 30th - August 3rd, 2012

Bangalore, November 26th-30th, 2012

More information and application details: [info@competitive-intelligence.com](mailto:info@competitive-intelligence.com)  
[www.competitive-intelligence.com](http://www.competitive-intelligence.com)

We will assist you with visa requirements, accommodation and travel to the venue.





## Program Content

This hands-on certificate program is designed for those who are new to the field of strategy development, but possess basic skills in general business and competitor analysis. Participants work in areas such as marketing, business development, product management or competitive intelligence. Program highlights include • Identification of opportunities and threats within the business environment • Assessment of competitors and (new) markets • Design and running of war games • Formulation and implementation of competitive business strategies by identifying or creating unique resources and capabilities.

### **one: Oct. 16th 2012**

#### **Analysis of Competitor's Strategies**

The most celebrated of CI analyses is the analysis of competitor strategies. This workshop looks at the companies within the competitor peer group and how to analyze them from six perspectives. These sub-analyses are then integrated into one strategy evaluation.

Once competitors' strategies are known, a company can develop its strategy accordingly to achieve long-term competitive advantage.

This therefore enables the company to avoid any surprises caused through competitors' activities. This way, an understanding of the internal view of the competitor is built up. It is possible to derive competitors' future reactions through reaction profiles, build up competitor scenarios and carry out war gaming exercises, for example.

### **three: Oct. 17th 2012**

#### **Instruments of Strategic Market Analysis**

CI analysts are often called upon to judge the market potential of new products. This requires knowledge of the market segments, profit potential and the competitive situation. A prognosis of the future development of these market parameters must then be established. Results of the strategic market analysis serve as a basis for the development of product and corporate strategies, scenario planning and benchmarking analyses.

This workshop incorporates a comprehensive demonstration of significant aspects of strategic market analysis.

### **two: Oct 18th 2012**

#### **Business War Gaming**

Business War Gaming (BWG) is used to predict possible changes within markets as well as competitor activities. Based upon this, BWG is then applied to develop the best possible reactions. Using this analysis, effective strategies with a distinctly competitive-oriented character can be formed. Through BWG, the focus can be changed from an internal to an external perception that has the market and the competitors in view.

### **four: Oct 19-20th 2012**

#### **Development and Implementation of Dynamic Competitive Strategies**

How can a company assert itself in dynamic markets and benefit from competitive advantages from this environment? The art of successful strategy development lies within a continuous build-up of knowledge and the right timing, speed and sequence, when implementing this strategy. An optimal strategy for dynamic markets results from a combination of the achievement of current objectives and the maneuverability potential of the business. A business strategy needs to ensure that the full current market potential is tapped into and that new products and services are generated at an early stage.

ICI confirms that its certificates cover the competencies identified by the Strategic and Competitive Intelligence Professionals (SCIP) Body of Knowledge (BOK) education program. The BOK program defines the core skill set for CI professionals. More information can be found on our website.