Training Course on Competitive Strategy in Disruptive Markets

Professional Development Training Course Outline

Category	CEOs and Directors	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's hyper-volatile and **disruptive market landscape**, traditional competitive strategies are rapidly becoming obsolete. Businesses face unprecedented challenges from **digital transformation, technological innovation, agile startups, and shifting consumer behaviors**. This dynamic environment demands a fundamental re-evaluation of how organizations **strategize, innovate, and compete** to secure sustainable growth and market leadership. Mastering competitive strategy in this new era is no longer a luxury but a critical imperative for survival and **long-term prosperity**.

Training Course on Competitive Strategy in Disruptive Markets provides essential frameworks and actionable insights to navigate the complexities of **disruptive forces**. Participants will learn to identify **emerging threats and opportunities**, develop **resilient business models**, and foster a culture of **continuous innovation**. By equipping leaders with the tools to anticipate change, adapt swiftly, and leverage **strategic foresight**, this program empowers organizations to not only withstand disruption but to actively **create new market value** and outperform competitors.

Programme Curriculum

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Course Objectives

1. Develop organizational agility to rapidly adapt to market shifts and technological advancements.
2. Master frameworks for identifying, analyzing, and forecasting disruptive trends and their impact.
3. Design and foster internal and external innovation ecosystems for sustainable competitive advantage.
4. Formulate robust strategies for leveraging digital technologies to optimize operations and create new value.
5. Explore and apply Blue Ocean Strategy principles to create uncontested market space.
6. Re-imagine and reinvent existing business models to thrive in disruptive environments.
7. Implement advanced competitive intelligence techniques for informed strategic decision-making.
8. Build strategic alliances and partnerships to navigate complex, interconnected markets.
9. Develop customer-centric strategies that anticipate evolving needs and leverage disruptive technologies for superior experience.
10. Cultivate organizational resilience and adaptability to mitigate risks associated with market volatility.
11. Utilize scenario planning to anticipate multiple future possibilities and develop robust contingency strategies.
12. Understand the implications of AI and machine learning on competitive dynamics and integrate AI into strategic processes.
13. Build and sustain competitive advantages that are resilient against rapid technological and market changes.

Organizational Benefits

- Secure and expand market share by proactively responding to and shaping disruptive trends.
- Foster a culture of continuous innovation, leading to new products, services, and business models.
- Equip leaders with data-driven insights and advanced analytical tools for superior strategic choices.
- Develop the capacity for rapid adaptation and response to unforeseen market changes.
- Strategically allocate resources to high-impact initiatives that drive growth and competitive advantage.
- Build a robust brand that can withstand market turbulence and maintain customer loyalty.
- Unlock opportunities for new growth and profitability in evolving market landscapes.
- Proactively identify and mitigate risks associated with disruptive technologies and market shifts.

Target Audience

1. Senior Executives and C-Suite Leaders
2. Strategy and Planning Professionals.
3. Innovation and R&D Heads.
4. Entrepreneurs and Startup Founders
5. Management Consultants
6. Marketing and Sales Directors
7. Technology Leaders.
8. Heads of Digital Transformation

Course Outline

Module 1: Understanding the Landscape of Disruption

- Defining **disruptive innovation** vs. sustaining innovation.
- Identifying the **drivers of disruption**: technological, societal, economic, regulatory.
- Analyzing **market discontinuities** and their impact on traditional industries.
- Introduction to **Porter's Five Forces** in a disruptive context.
- Case Study: **Netflix** and the disruption of Blockbuster; **Uber** and the taxi industry.

Module 2: Strategic Foresight and Trend Analysis

- Methods for **scanning the environment** for early signals of disruption.
- Techniques for **trend analysis** and forecasting **future scenarios**.
- Developing **weak signal detection** capabilities.
- Leveraging **data analytics** and **AI for strategic intelligence**.
- Case Study: **Kodak's failure to adapt** to digital photography; **Amazon's long-term strategic bets**.

Module 3: Business Model Innovation in a Disruptive World

- Deconstructing and redesigning **business models** for resilience.
- Exploring different types of **innovative business models** (e.g., subscription, platform, freemium).
- The role of **value propositions** and customer segments in new models.
- Strategies for **monetization** in evolving ecosystems.
- Case Study: **Airbnb's asset-light model** disrupting hospitality; **Spotify's subscription model** revolutionizing music.

Module 4: Crafting Adaptive Competitive Strategies

- Moving beyond traditional **cost leadership and differentiation** in dynamic markets.
- Principles of **agile strategy** and iterative planning.
- Developing a portfolio of **strategic options** and real options thinking.
- The concept of **strategic flexibility** and organizational ambidexterity.
- Case Study: **Tesla's integrated approach** to EV manufacturing and energy; **Zara's agile supply chain**.

Module 5: Leveraging Digital Technologies for Competitive Advantage

- Impact of **AI, Machine Learning, and Big Data** on competitive dynamics.
- Strategies for **digital transformation** and platform ecosystems.
- Utilizing **blockchain** and IoT for competitive differentiation.

- Building **digital capabilities** and talent for the future.
- Case Study: **Google's dominance** through data and AI; **Ant Financial's digital ecosystem**.

Module 6: Ecosystem Partnerships and Strategic Alliances

- The importance of **collaboration** and co-creation in disruptive markets.
- Identifying and forming **strategic partnerships** and joint ventures.
- Navigating **ecosystem governance** and value distribution.
- Strategies for **open innovation** and crowdsourcing.
- Case Study: **Apple's App Store ecosystem**; **Starbucks' partnership with Spotify**.

Module 7: Organizational Culture and Leadership for Disruption

- Fostering a **culture of innovation, experimentation, and learning**.
- Developing **adaptive leadership** capabilities for uncertainty.
- Managing **organizational change** and overcoming resistance.
- Building **cross-functional teams** and promoting psychological safety.
- Case Study: **Netflix's culture of freedom and responsibility**; **Toyota's continuous improvement culture**.

Module 8: Implementation and Sustaining Competitive Advantage

- Translating **strategy into action** and execution excellence.
- Measuring **strategic performance** in dynamic environments.
- Strategies for **sustaining competitive advantage** and avoiding commoditization.
- Building **strategic foresight into ongoing operations**.
- Case Study: **Apple's continuous product innovation**; **Southwest Airlines' consistent low-cost strategy**.

Training Methodology

This training course employs a highly interactive and practical methodology designed to facilitate deep learning and immediate applicability. The approach combines:

- **Interactive Lectures and Discussions**: Engaging presentations of core concepts followed by group discussions to share insights and perspectives.
- **Real-World Case Studies and Analysis**: In-depth examination of successful and unsuccessful strategies from leading global companies facing disruption, fostering critical thinking and problem-solving.
- **Group Exercises and Simulations**: Hands-on activities and simulations that allow participants to apply frameworks and develop strategic solutions in a collaborative setting.
- **Tools and Frameworks Application**: Practical application of strategic tools (e.g., SWOT, PESTEL, Value Chain, Business Model Canvas) to real organizational challenges.
- **Peer Learning and Networking**: Opportunities for participants to learn from each other's experiences and build a professional network.
- **Facilitated Brainstorming Sessions**: Guided sessions to generate innovative ideas and explore new strategic avenues.
- **Action Planning**: Participants will develop actionable strategies tailored to their specific organizational contexts.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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