

# COMPETITIVE STRATEGIES FOR SOLID GROWTH

ESMT  
BERLIN



**Location**  
ESMT Berlin



**Tuition fee\***  
€2,600



**Language**  
English



**Duration**  
2 days  
October 21 – 22, 2021



**Certificate**  
You receive a certificate upon completion of the program.

## Postgraduate Diploma in Management

The program counts toward 2 of the 18 days necessary to receive the diploma.



[exced.esmt.berlin/strategy](https://exced.esmt.berlin/strategy)

Developing a strategy is one of the most important skills for an executive. As competitive pressures grow and the environment changes faster and more unpredictably, continuously evolving strategic planning becomes more vital than ever. What are the best ways for an organization to create a strategic advantage? Where can we find strategic opportunities in an increasingly globalized marketplace? Which strategies are likely to succeed?

Competitive Strategies for Solid Growth provides insights into how you can design and execute a competitive strategy in both mature business lines and new enterprises to steer the organization's business activities in the right direction.

## Who should attend?

Managers involved in strategic decision-making and implementation of business units in established companies as well as executives in new corporations seeking to generate strategic advantages.

## Key topics

- Strategy fundamentals
- Competitive advantage and strategic options
- Strategy in global markets
- Innovation strategy

## Teaching methods

Interactive lectures

Business case discussions

(Plenary) discussions with peers and faculty

Group work

# Competitive Strategies for Solid Growth

## Day 1 – Strategic Basics and Status Analysis

- What is strategy all about?
- Workshop on status and future of your business
- Workshop on competitiveness
- Key trends in global markets
- Guest speaker

## Day 2 – Market Trends and Strategy Development

- General options for strategic development
- Workshop on status of business strategy planning in your company
- Developing innovative business strategies

## Key benefits

- ✔ Create a sustainable strategic advantage
- ✔ Sharpen your strategic acumen and apply strategic thinking to create a strategic advantage for the business
- ✔ Design and formulate winning competitive strategies
- ✔ Build your strategic advantage

\*For general terms and conditions and details on the application process, please go to:  
[execed.esmt.berlin/gtc](https://execed.esmt.berlin/gtc)



Olaf Plötner

## Faculty

### Olaf Plötner

is a professor at ESMT Berlin. Olaf's current research and teaching focus is on strategic management, industrial market management, and sales management in global B2B markets. Olaf is a visiting professor at the Darden School of Business, University of Virginia, and at the China Executive Leadership Academy Pudong (Shanghai).

## Contact

### ESMT Berlin

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What a wealth of experience. This program helped me to identify critical gaps, and allowed me to redesign my strategy accordingly.

Thomas Knael,  
Director Product Marketing,  
Bosch Security Systems