

Director Development

Are your competitors eating your lunch? 'A Business leader's 60-minute guide to Competitor Analysis'

Course Details

Price

£50.00

Length

1 hour - online (12:30-13:30)

Course Overview

This 60-minute interactive session is designed to equip Business Leaders with the insights and approaches to compete in increasingly competitive markets.

Drawing on high-profile examples such as Blockbusters collapse and Kodak's decline, you will learn the dangers of underestimating rivals and the necessity of spotting threats before they disrupt the market.

The session positions competitor analysis not as an exercise in paranoia but as a discipline of preparedness. By understanding the competitive landscape, leaders can move from reactive to proactive allowing organisations to seize opportunities and drive the business forward.

Flexible learning that works for you

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Course Content

The session will focus on why competitor analysis is important and how it drives strategic and tactical thinking. You will explore the three generic types of competitors — direct, indirect, and emerging - as well as the hidden competitor threat that may initially appear unrelated to your industry.

You will discuss common leadership pitfalls around competitive analysis and the danger of complacency, how to gain market intelligence and competitor signals that may flag a change in competitive stance.

You will explore tools, techniques and checklists to assist in understanding your competitive position and potential competitor moves.

The tutor will reference real world case studies that will help you understand best practice as well as lessons learned from competitive failure.

Benefits

By the end of the workshop, you will be equipped with a robust competitor analysis framework that can be applied immediately within your organisation. The tutor will demonstrate how to gather market intelligence in order to predict competitor activity which will result in faster, more informed decision-making at leadership level.

You will leave the workshop with a quick-start checklist to embed competitor monitoring into general business practice, thus helping your business stop your competitors eating your lunch.

Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via admin@gta.gg or call us on 01481 224570.

If no date is scheduled for this course at the present time please click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

Course Tutor

David Joel

David Joel is a professionally qualified, Chartered Director. He is a qualified physicist with 20 years in the defence engineering and technology sectors and 10 years in the services and facilities management sector mostly at board level. David's experience covers public sector, private sector and regulated companies. He has undertaken many board effectiveness reviews and has worked with the Institute of Directors delivering the 'Finance for non-Financial Directors' programme and the 'Leadership' programme for the certificate in company direction and was a lead facilitator for the Diploma in Company Direction for the Institute of Directors.