

MAS South East

Building Competitive Advantage Workshop

Are you guilty of spending too much time in the business and not enough time on the business? It seems that we all now work in an increasingly fast changing and competitive world and whatever the product or service - we have to accept that standing still is usually not an option. But when you are focused on the day to day reality of running your business – it's not easy to find time to step to one side and reconsider where you are heading – and how you are going to get there.

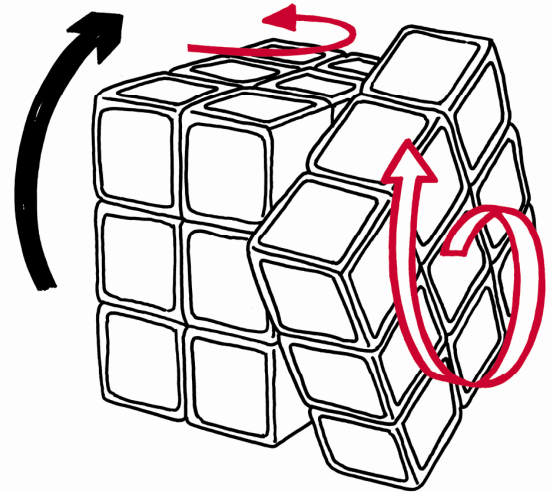
At the Manufacturing Advisory Service (MAS) South East our approach to strategy and planning is grounded in a real understanding of manufacturers. Our **Building Competitive Advantage Workshop** is practical, hands-on and hard work, and will deliver real, bottom line benefits to your business – course outline overleaf.

What will it cover? How to take a more 'strategic' approach to developing your business and steal a march on your competition.

.What's the format? A one-day informal but intensive course - practically-based, using lectures, exercises, plenty of discussion and opportunity to try out the tools and techniques we will be demonstrating.

Who's it for? Managing Directors and Senior Managers / Directors looking to refresh or review existing plans and approaches.

What's included? A comprehensive delegate pack which includes a set of templates that makes up a practical toolkit for you to use in company after the workshop, and all other materials and refreshments on the day. We will also follow up with a free onsite assessment to review progress.



An introduction to strategy and planning – from the manufacturers' perspective

To book your place

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This workshop is offered at a government-subsidised rate of £95 per person, including a free follow-up assessment for your business.

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Module 1: What is Strategy?	<ul style="list-style-type: none"> ✓ Exploding myths ✓ An approach based on willingness to pay and costs ✓ Overview of the day ✓ Examples of strategic success 	<p>All of the modules will be delivered through a combination of presentations, discussions, group exercises and real-life examples.</p> <p>By the end of the workshop you will have:</p> <ul style="list-style-type: none"> ✓ Understood the importance of thinking strategically and taking the time to plan ✓ Built up a set of initial information about your company, your competition - and the environment in which you and your competitors operate ✓ Learned how to use a number of tools and techniques that help with understanding and analysis ✓ Begun to identify what's important - and what's not. ✓ Developed some ideas about strategic choices and opportunities ✓ Created an initial action plan ✓ Found out what further help is available
Module 2: Understanding the Environment	<ul style="list-style-type: none"> ✓ External influences and impacts ✓ Generic STEP analysis ✓ Industry factors, risks, opportunities ✓ Benchmarks and key success factors 	
Break		
Module 3: Understanding Resources and Costs (Part One)	<ul style="list-style-type: none"> ✓ Resource Based Analysis ✓ Populating the RBA template ✓ Identifying competencies – appraising resources & capabilities 	
Lunch (provided)		
Module 3: Understanding Resources and Costs (Part Two)	<ul style="list-style-type: none"> ✓ Value chain analysis ✓ Populating the value chain ✓ Identifying weaknesses and opportunities ✓ Strategic value and importance 	
Module 4: Getting Closer to Customers	<ul style="list-style-type: none"> ✓ Why do people buy? ✓ Key Success Factors ✓ Populating competitor arrays ✓ Closing the gap 	
Break		
Module 5: Developing Options and Planning for Change	<ul style="list-style-type: none"> ✓ Bringing all the components together ✓ Identifying strategic options ✓ Making choices ✓ Introducing TOA & scenario planning 	
Wrap Up and Close	<ul style="list-style-type: none"> ✓ Key learning points ✓ Identifying projects and priorities ✓ Next steps 	