



ON DEMAND

**WOB PRESENTS
THE EXCLUSIVE
MASTERCLASS ON**

STRATEGY with
**MICHAEL
PORTER**

THE WORLD'S LEADING
AUTHORITY ON COMPETITIVE
STRATEGY

**IN THIS MASTERCLASS
YOU WILL LEARN:**

- Understand the fundamental drivers of industry competition and how to analyze the industry structure to identify and maximize competitive advantage
- Know how to design a correct strategic positioning: how to create unique value through a lasting competitive advantage
- Analyze how companies integrate social issues into strategy to benefit society and, at the same time, strengthen profitability





ABOUT MICHAEL PORTER

The world's leading authority on competitive
Strategy

Widely recognized as the father of modern business strategy, Dr. **Michael E. Porter** is a renowned economist and one of the world's most legendary thinkers on management and competitiveness. Throughout his career at Harvard Business School, he has brought economic theory and strategy concepts to bear on many of the most challenging problems facing corporations, economies and societies, including market competition and company strategy, economic development, the environment, and health care.

His first book, "*Competitive Strategy*", has continued to define the modern strategy field since its publication in 1980. Today, according to Fortune magazine, **Porter** has "influenced more executives – and more nations – than any other business professor on earth."



There's no one best strategy that we all have to follow. We have to decide how we are going to compete to deliver unique value to the customers we have chosen to serve

Michael Porter



MASTERCLASS SESSIONS

SESSION 1

2 hours

HOW TO THINK ABOUT STRATEGY

- **Strategy Fundamentals** – What is strategy, what are the essential concepts, and why is it important?
- **Strategy Versus Execution** – Strategy is not the same as executing well. So how should strategy and operations come together?
- **Multiple Levels of Strategy** – Strategy is not one size fits all. Learn about the three different levels of strategy, why they matter, and the questions at the core of each level
- **The Five Forces Framework** – Understand the fundamental drivers of industry competition, and how to analyze industry structure to identify and maximize competitive advantage
- **Strategic Positioning** – Strategic positioning starts with considering how to create unique value through a lasting competitive advantage. We'll consider the two elements of positioning – the value proposition and the value chain – that underpin a distinctive strategy
- **Creating Shared Value** – Societal impact is increasingly a key source of competitive advantage. How should businesses integrate social issues into strategy to benefit society while reinforcing profitability?

3
SESSIONS

6
HOURS TOTAL

DIGITAL
MASTERCLASS



MASTERCLASS SESSIONS

SESSION 2

2 hours

INDUSTRY COMPETITION IN A VOLATILE MARKETPLACE

- **Assessing Industry Change** – How to approach competitive analysis and identifying marketplace trends and differentiators in a volatile marketplace
- **Revisiting Five Forces** – Changing market conditions may very well affect industry structure and the competitive landscape. How do we reassess future changes in industry structure and the emerging opportunity and threat landscape?
- **What Not to Do** – Strategy is about long-term choices. Deciding what not to do is just as important as deciding what to do.
- **Strategy in Crisis** – During uncertain times, how should we think about reassessing and strengthening strategy? How does this apply as the COVID-19 pandemic continues?

3
SESSIONS

6
HOURS TOTAL

DIGITAL
MASTERCLASS



MASTERCLASS SESSIONS

SESSION 3

2 hours

THE IMPACT OF DIGITAL TRANSFORMATION ON THE STRATEGIC AND COMPETITIVE LANDSCAPE

- **The Digital Transformation** – “Digital transformation” is a constant topic in business and media, but what does it really mean?
- **Implications of Digital Transformation** – Digitization has changed how we work and do business, how we think about competing, and the strategy choices we make. How should we think about these implications?
- **Factors Driving Digital Strategy** – We’ll explore the forces that have fueled the digital transformation to date, what is next, and why
- **Digital Strategy** – We’ll consider frameworks to think holistically about the digital transformation, and how it can affect your industry and strategy.

3
SESSIONS

6
HOURS TOTAL

DIGITAL
MASTERCLASS



BENEFITS

- **Full Access:** Access to the On Demand content for 30 days
- **Executive Summary:** Written overview of key learnings from each session
- **Multi-Language:** All sessions available in English, Spanish and Italian
- **Content:** 6 hours of content

PRICES

INDIVIDUAL	GROUPS
249 ^{USD}	3 tickets 639 ^{USD}
	5 tickets 1,039 ^{USD}
	10 tickets 1,999 ^{USD}



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