

# **KIBGD**

## **KnowledgeFountain Institute of Business Growth & Development**

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### **Training Workshop on Competitive Advantages-based Business Strategy**

**Duration:** one day

**Time:** 10 am to 6 pm

#### **Introduction**

The fiercely competitive business environment makes incessant demands for connecting with new sources of value. This is to compete as well as to collaborate and involves exposure to arenas of action beyond national borders. By studying how companies succeed and why they fail can very instructive. The workshop is designed on the basis of knowledge available from research and best practices.

In today's cut-throat competitive business environment, continual business growth needs to go beyond conventional, traditional strategies. To survive and thrive organisations need to develop new competitive advantages, continually sharpen and enhance them, embrace new strategies such as Knowledge Management, Innovation, Change Management, Cost-cutting and of course, ensure Leadership Development. It is rightly said, tomorrow belongs to those who prepare for it today. Continual management development ensures overall competitiveness and alignment to the organisational vision and mission.

#### **Who should attend?**

**Senior managers and entrepreneurs. This workshop is very rewarding for SMEs.**

#### **How the participants will benefit?**

Participants who are business owners will understand the nature of competition and the need to develop a new paradigm for responding to the intensifying competition strategically. With analytical perspective of their businesses they will learn about key management strategies to build personal effectiveness. The participants will develop insightful understanding of the best and latest growth practices used by leading organizations. They develop a whole new perspective of their roles as 'Growth Leaders'. They are equipped with various strategies tools they can implement for better performance. The high performance work culture creates positive dynamics for higher efficiency and productivity. This program adds a new dimension to their performance.



## **Competitive Advantage Strategies covered in this workshop:**

- Cultivating the Growth Mindset and Growth Leadership for Business Growth
- Analysis of your present business strategy
- Understanding competitive and comparative advantages
- Developing competitive advantages strategy – the procedure
- Identifying competitive advantages
- Implementing your competitive advantage
- Making your communication your competitive advantage
- Making Your human resource your competitive advantage – focus Sales force
- Innovation for competitive advantage
- Case studies
- Group Exercise

## **Methodology**

Rs. 4500 (inclusive of sessions, refreshments, working lunch and study notes)

## **➤ The Trainer:**

### **❖ Prakash Almeida**

Founder and Director, KnowledgeFountain

Mr. Prakash Almeida holds multiple masters degrees in over 16 disciplines such as linguistics, Literature, economics, management defence and strategic studies, environment and ecology, knowledge management, sociology, political science, philosophy and religion, Psychology amongst others. With his ground in diverse disciplines he brings a holistic perspective to human life and knowledge. He has completed many diploma and certificate programs. He is a two-times gold medallist of Indira Gandhi National Open University and received many other awards and honours. He studied knowledge management at IIM-Ahmadabad, IIM-Calcutta, and IIT Mumbai. He holds certifications in Innovation & Entrepreneurship Development, Change Management, Intellectual Property Management from IIT Madras and Kharagpur. He is associated with many institutions. He has been delivering workshops and other training sessions on a variety of subjects. As a senior instruction designer he has designed many instructor-led and distance education programs. He has resented research papers in various national and international conferences. He is an author, editor and translator of many books, articles, and special issues. He is a senior instruction designer and knowledge management specialist. He is a well known speaker on various subjects. Mr. Almeida is specialised in Knowledge Management. He is founder-director of KnowledgeFountain group of institutes.

## **For more details contact:**

**The Coordinator –Workshops**

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