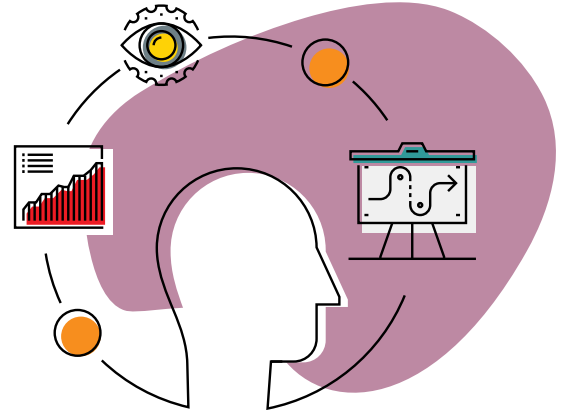


Market & Competitive Analysis

From Insights to Innovation



COURSE OVERVIEW

Competition is a factor in every industry. For an effective strategy, businesses need to consider competitive forces such as customers, suppliers, potential entrants, substitute products, and more. In this course, participants learn various tools while exploring different scenarios and market conditions. As a result, participants are better equipped to view planning and process through a more strategic lens.

In this course, participants will:

- **Learn powerful strategic models** used for assessing and evaluating the competitive strengths, weaknesses, opportunities, and threats related to a project or an organization
- **Practice using these models to pressure test a chosen strategy** and understand potential impacts to the business and market
- **Learn how to leverage new insights** to shape strategy

Leveraging best-in-class experiential learning, our solutions are effective, fun, and easy to deploy.

PROGRAM DETAILS

All courses include expert facilitation. Metric-focused assessments are available.

TARGET AUDIENCE

Senior leaders
Mid-level leaders
First-time leaders

IN-PERSON DURATION

1 day

VIRTUAL DURATION

3 sessions
2.5 hours per session

COMPETENCIES



Leadership Development



Business Transformation

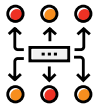


Sales Transformation

We're your partner in delivering best-in-class experiential learning to your stakeholders.

Our flexible formats allow you to customize learning journeys to fit your needs, right-sized for your business. As well, each course is delivered by seasoned facilitators who keep learners engaged and challenged and inspire new ways of thinking.

In this course, participants learn how to:



IDENTIFY COMPETITIVE POSITIONING

Participants will dive deep into understanding their business, so that they have a keen understanding of their company's strengths and weaknesses.



ASSESS COMPETITIVE FORCES

Participants will use tools, such as Porter's 5 Forces and SWOT analysis, to evaluate the competitive environment, and compare how they stack up against their competition.



PREPARE FOR UNCERTAINTIES

Participants will consider potential events that could disrupt the marketplace, and analyze how their business strategies would hold up against volatility and competition.

After taking this course, participants will be able to:

- **Analyze the competitive environment** for products, services, and companies
- **Think more strategically** by understanding competitive forces within the marketplace
- **Make better decisions** through identifying value and opportunity

25+

Fortune 500 customers

50+

awards

200+

programs

1.2M

learners across 6 continents

Ready to transform your learning experience?

We're here to help. Learn more about our ready-to-deploy programs.

[LEARN MORE](#)

 **THE REGIS COMPANY**

We provide best-in-class experiential learning solutions that are effective, fun, and easy to deploy.

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