



Corporate Strategy

The key goal of a strategy executive in a business firm is to ensure that the firm's business divisions sustain a superior level of performance over time. In this masterclass, we will explore why some firms are able to sustain above-average performance, while others are not. In addition, given that the way a firm manages its value chain is critically important for its performance, we will also explore some ideas on when it makes sense to control (as opposed to outsource) parts of the firm's value chain.

Recommended audience

This masterclass is designed for established and emerging leaders for whom 'formulating strategy' is (or will be) part of their job profile.

Key benefits

By the end of this masterclass, participants will be able to:

- Appreciate the core focus and goal of corporate strategy
- Understand economic and behavioural approaches to competitive advantage
- Recognise relevant issues in managing the firm's value chain, particularly around whether or not to outsource parts of the firm's value chain

Topics to be covered

- Sustainable and transient competitive advantages and their sources
- Economic and behavioural explanations for sustainable competitive advantage
- Value chain management for competitive advantage
- Choosing between 'build' and 'buy' when organizing an organization's value chain

Length of session

One half-day of combined short interactive lectures and group discussions

