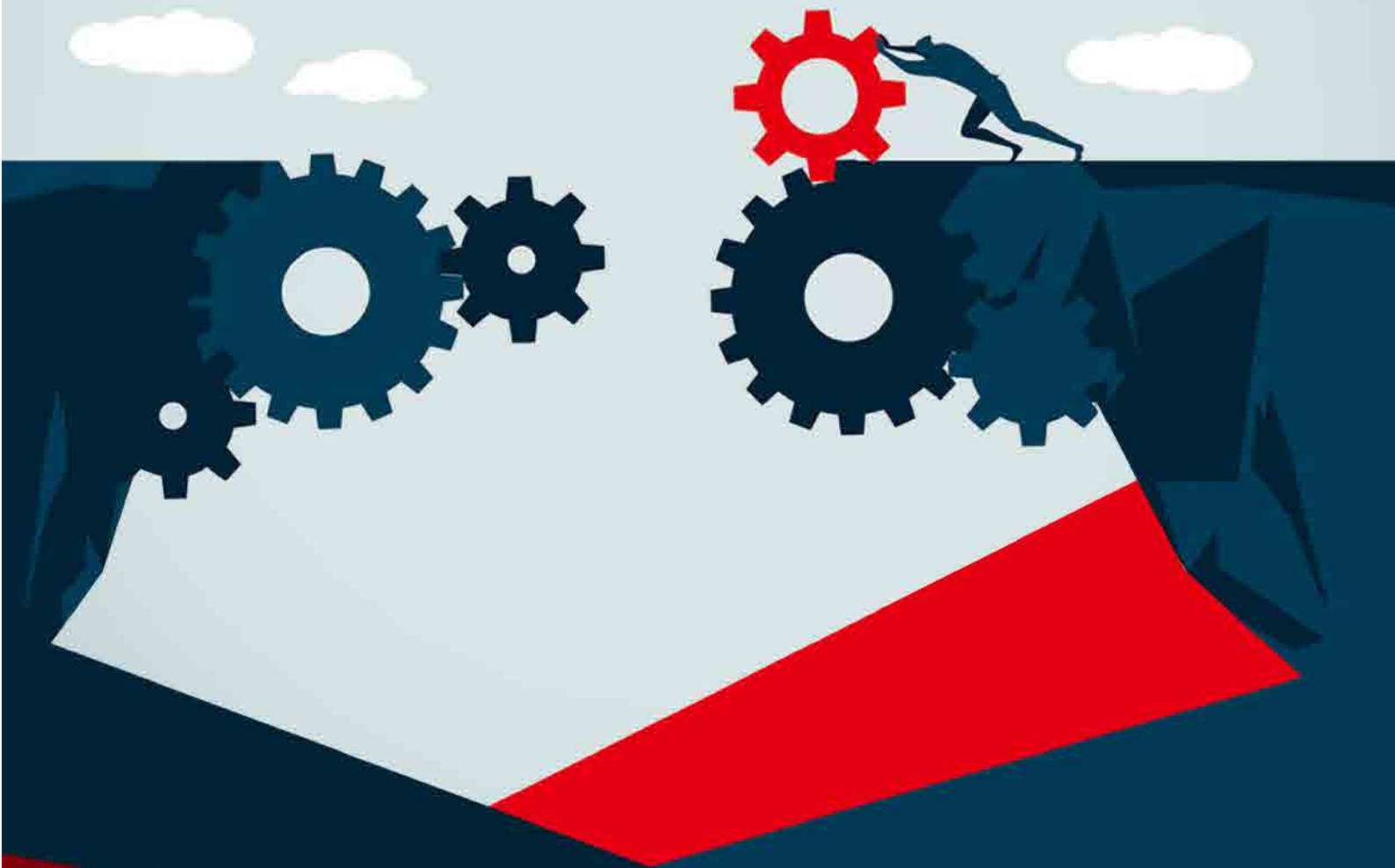




# BUILD COMPETITIVE STRATEGIES FOR **21<sup>ST</sup> CENTURY**



## Why You Need to Attend:

This workshop is for senior management of an organization, who are responsible to build and execute strategic objectives. Competitive strategy workshop is a blend of face-2-face and online learning experience. It will guide participants to understand the needs of their organization, and design the strategic objectives for their current and future needs. Unlike traditional definition based and/or international case studies base events, workshop will provide a roadmap to forecast industry trends and build strategies for sustainable success.

## How You will be Engaged:

### STEP 1

Watch the preworkshop video and review your organization vision, mission and strategic objectives

### STEP 2

Attend the workshop (i.e. Face-2-Face, Online, and/or On Demand). Compare your prework with workshop work.

### STEP 3

Review the roadmap. Build and/or review the strategic objectives with your peers and management.

### STEP 4

Measure your success against the given criteria. Share your experience with AUC.

## What You will Gain:

- CLARITY of Vision, Mission and Strategy with Examples
- UNDERSTANDING of Competitive Advantage with Areas of Competition
- ANTICIPATION of Market Dynamics with Response Strategies
- MAPPING of Growth Options with Organization Capabilities
- ASSESSMENT of Organization Diversification Needs with Smart Techniques

## Why with AUC:

- We are in a Business of Transformation
- We Teach What We Do
- We Provide Global Knowledge with Local Contexts
- We Prioritize Context Over Content
- We Will Challenge Your Assumptions
- We Will Create an Experiential Learning Environment
- We Will Make You See Things Differently
- We Will Provide You Tools for Implementation
- We Will Provide You Criteria to Measure Your Success
- Our Success Depends on Your Success

# WORKSHOP AGENDA

## SESSION 1 - TIMINGS: 9 AM – 10:30 AM

### Strategy Alignment

- This session will cover
- Vision, Mission and Strategy
  - Strategic Goals and Objectives
  - Exercise: Strategic Objective

This session will help participants to discuss the nature of strategy in organizations and evaluate the difference between vision, mission and strategy.

## SESSION 2 - TIMINGS: 11:00 AM – 12:00 NOON

### Competitive Strategy

- This session will cover
- Operational Competition
  - Differentiation Competition
  - Exercise: Competitive Strategy

This session will provide the framework for analyzing and creating sustained competitive advantage for organization.

## SESSION 3 - TIMINGS: 12:00 NOON – 01:00 PM

### Strategy as Innovation

- This session will cover
- Market Dynamics
  - Disrupting Technologies
  - Exercise: Value Innovation

This session will challenge the status quo and guide participants to anticipate and respond to change while building organizational capabilities for shaping and capturing new opportunities.

## SESSION 4 - TIMINGS: 02:00 PM – 03:30 PM

### Strategy for Growth

- This session will cover
- Growth Paradox
  - Growth Options
  - Exercise: Growth Strategy

This session will discuss growth paradox and how leaders can overcome them. Participants will be able to choose the growth options which are most relevant to their organization needs.

## SESSION 5 - TIMINGS: 04 PM – 05:00 PM

### Strategic Diversification

- This session will cover
- Corporate Diversification
  - Multi Business Competition
  - Exercise: Smart Diversification

This session will discuss logic behind corporate diversification, and how organizations build competitive advantage in multiple markets.

# TRAINER PROFILE



Lead Trainer and Mentor

**Asad Ullah Chaudhry**

PgMP, PMP®, ACP,

Scrum Master, Project+

Alumni - University of Oxford

Asad Ullah Chaudhry, an Oxford graduate, Masters from Stanford University, and a long term PgMP®, PMP®, and ACP® practitioner.

He currently runs a project-focused consultancy and training company, AUC (Pvt.) Ltd; an innova-

tive company: coaching more than a score of organizations. He has also trained more than 10,000 project management professionals.

Asad possesses diversified experience in Strategic Management, Design Thinking, Portfolio Management, Change Management, Information Technology, Business Process Redesign, and Supply Chain Management. He has a particular and cherished association with strategy execution through project management.

Asad is working with organizations to align strategies with initiatives, Portfolio Management, Project and Program Management Office (PMO) Setup, Technology Evaluation, and Project Implementations. He has successfully worked on many initiatives, including: Setting up Portfolio Management Office in Pakistan Air Force, Implementing Project Management Office in Meezan Bank, ERP Project Implementation for Burque Corporation, ERP Project Planning and PMO Setup for Pakistan Army, Core Banking Project Implementation and PMO Setup for National Bank of Pakistan, PMO Setup for Jaffer Brothers, PMO setup for Kalsoft, and PMO Setup for Emmaculate.

As a facilitator, he has more than 300 international events, to his credit, in four continents, the Americas, Europe, Africa and Asia. He uses an innovative corporate case study based approach to transform organizational projects.

Globally, he has contributed to PMI's Standard for Portfolio Management and PMO Awareness, - which led to him being selected as one of the 25 global leaders for "Masters in Leadership Program".



For Registration:

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