

Post-Class Reinforcement Materials

Each of the Leadership and Professional Development courses include a suite of post-class reinforcement materials that are unique to each title. Content such as e-books, quick videos, personal and team assessments, tools and templates, and other materials, have been selected to ensure that you continue your journey to ongoing success beyond the classroom. All e-assets, such as books and videos, come with 1-year access.

Leadership Excellence for Senior Management | 3 Days

Reinforcement Videos

- An Overview of Competitive Strategy featuring Michael Raynor
- Global Markets and Competition featuring Harold Sirkin
- Leveraging Networks To Change The Competitive Landscape featuring Andrew G. Ray
- Customer Insights that Redefine Markets featuring Peter Fisk
- Reducing Customer Risk featuring Adrian Slywotzky
- Beating Your Most Powerful Competitors featuring Michael Raynor
- Bad Competition Can Sour Good Markets featuring Carol Roth
- Competing Smarter: Do What Your Competition Isn't Willing to Do featuring Vince Poscente
- How to Stand Out from the Competition featuring Mark Goulston
- Connecting the Dots of Innovation featuring Jeff DeGraff

Book Summaries

- *Reality Check: The Irreverent Guide to Outsmarting, Outmanaging, and Outmarketing Your Competition* by Guy Kawasaki
- *Becoming a Category of One - How Extraordinary Companies Transcend Commodity and Defy Comparison* by Joe Calloway
- *Chaotics: The Business of Managing and Marketing in the Age of Turbulence* by Philip Kotler and John A. Caslione
- *Leadership in the Era of Economic Uncertainty—The New Rules for Getting the Right Things Done in Difficult Times* by Ram Charan
- *The Well-Timed Strategy: Managing the Business Cycle for Competitive Advantage* by Peter Navarro
- *Satisfaction: How Every Great Company Listens to the Voice of the Customer* by Chris Denove and James D. Power IV

Leader-Led Activities

- Customer Needs Discussion Guide
- Strategic Framework Discussion Guide
- Competitive Awareness and Strategy Facilitation Guide
- Competitor Types Facilitation Guide
- Marketing Approach Facilitation Guide
- Taking Competitive Action Application Guide

Self-Assessment

- Marketing Approach
- Customer Needs
- Competitive Strategies

Business Impact

- Business Impact: Returning to Core Competencies

Challenge

- Challenge: Competitive Awareness and Strategy

Tools

- Evolving Practices
- Five Forces
- Strategic Framework
- Customer Information
- Types of Competitors
- Competitive Information
- Core Competency
- Innovations

Test

- Leadership Advantage Test Yourself: Competitive Awareness and Strategy

Core Message

- Leadership Advantage: Competitive Awareness and Strategy 2.0

Case Study

- Navigating the Competitive Landscape
- Marketing Position
- Making Sense of Customer and Competitor Information
- Leveraging Core Competencies
- A Call to Action

Key Concept

- Key Concept: The Need for Competitive Strategy
- Key Concept: Past, Present, and Future Practices
- Key Concept: Classic Competitive Forces and Strategies
- Key Concept: Know Your Strategic Framework
- Key Concept: Understanding Your Company's Marketing Position
- Key Concept: Know Your Customers and What They Need
- Key Concept: How to Get Customer Information
- Key Concept: Understanding Your Competition
- Key Concept: Critical Types of Competitor Information
- Key Concept: Getting Competitive Information
- Key Concept: Take Action
- Key Concept: Resiliency through Core Competencies
- Key Concept: Competing Through Innovation
- Key Concept: Competing Through Leadership

e-Books

- Innovation Leaders: How Senior Executives Stimulate; Steer and Sustain Innovation
- On Top of the Cloud: How CIOs Leverage New Technologies to Drive Change and Build Value Across the Enterprise
- The Trustworthy Leader: Leveraging the Power of Trust to Transform Your Organization

Videos/Courses

- Organizational Misalignment Starts at the Top
- How to Think Strategically
- The Three Tools A Senior Leader Must Use: Self-Disclosure; Inquiry and Listening
- Honesty and Candor is a Requirement

