

#1 in Canada for Open Enrolment  
THE FINANCIAL TIMES 2020

Build and sustain success in a fast-changing economy.

## Think a winning strategy requires an expensive outside consultant?

Think again. You might already have everything you need in your organization to build and sustain competitive advantage.

Making good strategic decisions is critical to any leader's success. In **Rotman's Strategy & Competitive Advantage** program, we'll break down the components of a strategy and show you how a carefully designed strategy provides a blueprint for smart decisions.

In three half-day virtual sessions, you'll prepare yourself to identify and exploit sources of competitive advantage. Working with a class of other professionals, our faculty will help you develop the analytical skills and vision to

- » understand and predict industry trends
- » anticipate and plan for competition, and
- » sustain corporate success in a fast-changing global economy.

Sharpen your analytical skills, learn how to capitalize on growth opportunities and avoid strategic mistakes.

## Benefits:

- » Identify and assess the essential parts of any strategy
- » Gain valuable insight from the successes and failures of respected firms and the issues they face looking forward
- » Strengthen your ability to assess whether a strategy is likely to lead to superior performance
- » Test business decisions through the lens of your firm's strategy

## Schedule

### Day 1: Competitive Positioning

- » Identify and choose between sources of competitive advantage
- » Analyze competitor goals, assumptions, capabilities, and strategies
- » Mitigate strategic threats to your business

### Day 2: Value Creation and Sustaining Competitive Advantage

- » Align resources, activities, and organizational goals
- » Implement strategies effectively

### Day 3: Workshop (choose 1)

- » 90 minutes Applications and Reflections for For-Profit
- » 90 minutes Applications and Reflections for Not-for-Profit

## Designed to Deliver Maximum Impact Virtually

Experience the power of Rotman's virtual portfolio in achieving your goals, even in disruptive environments. We've not only adapted our leading open enrolment portfolio for a virtual environment, but have designed our programs to capitalize on the unique benefits offered by online settings.

## What you'll get:

- » Access to world-class faculty in live sessions for the latest research and insights
- » You'll also spend time with faculty in a sector specific workshop to reflect and test applications in for-profit or not for profit environments.
- » Networking: grow your connections with peers from different industries and organizations and refine your leadership strengths from the comfort of wherever you are.
- » A Digital Certificate of Completion from the Rotman School of Management

This program qualifies for the **Rotman Excellence in Executive Leadership Certificate**.

## 3 virtual sessions

Days 1 & 2: 12:30-4:00 PM ET

Day 3: 90 minute workshop

## Program Fee:

\$2,650 CAD + HST

## Location:

Online

## Questions?

Contact our learning advisor at [advisor@rotman.utoronto.ca](mailto:advisor@rotman.utoronto.ca)