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COURSE BROCHURE

Competitive Advantage Durability and Renewal Training Course

30 August – 3 September 2027
Milan

Competitive Advantage Durability and Renewal Training Course

Ref: 2957_112139 **Date:** 30 August – 3 September 2027 **Location:** Milan **Fees:** 6200 GBP

Competitive Advantage Durability and Renewal is a 1-week training course for strategy managers, business unit heads and planning leads who must judge how long an existing edge will last and decide where to reinvest, ending with an advantage renewal plan for their own unit. Rivals now copy offers and pricing quickly, so an untested edge erodes. Jupiter Prime Training runs this course on Competitive Advantage Durability and Renewal.

Why Competitive Advantage Durability and Renewal Matters Now

Three forces shape the subject today. Digital channels let competitors observe and imitate a successful offer within months. New entrants with lighter cost structures attack the most profitable customer segments first. Investors and boards ask managers to show not only where profit comes from but how long it will keep coming. Testing staying power lets a unit fund renewal before margins fall rather than after customers leave. The course rests on plain reasoning about scarcity, imitation cost and customer switching.

Who Gains Most from Competitive Advantage Durability and Renewal

- Managers who set the direction of a business unit and defend its margins to senior leadership
- Planners who prepare the annual strategy review and the investment cases attached to it
- Commercial leads who track rival moves, pricing pressure and customer defection
- Capability owners who decide where to spend on skills, technology and partnerships
- Finance partners who test whether a claimed edge actually shows up in returns

A business unit leadership group gains most when its strategy, commercial and finance members attend together.

Competitive Advantage Durability and Renewal Capabilities

Participants move from describing what makes a unit successful to proving how long that success can be defended and what must be rebuilt.

- Assess which sources of edge are scarce, costly to copy and valued by customers — the leadership team's investment priorities
- Test the imitation speed of each source against named rival capabilities — the commercial forecast
- Weigh threats from new entrants and substitute offers — the portfolio decision on segments to defend or exit
- Calculate the margin at risk if an edge erodes — the finance partner's case for reinvestment
- Design capability investments that refresh a fading edge — the annual budget round
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Communicate a renewal story with evidence and milestones — the board or executive committee

Key Competitive Advantage Durability and Renewal Terms

- Source of advantage — a resource, capability or position that lets a unit earn better returns than rivals in the same market.
- Imitation barrier — anything that makes copying slow or costly, such as tacit know-how, scale, contracts or customer habit.
- Erosion signal — an early sign that an edge is weakening, such as price matching, rising churn or shrinking win rates.
- Switching cost — the effort, money or risk a customer faces when moving to a rival offer.
- Capability gap — the difference between the skills and assets an edge needs next and those the unit holds today.
- Renewal option — a funded move that rebuilds or replaces a fading edge before profit declines.

Competitive Advantage Durability and Renewal Day by Day

Day 1: Where the Edge Comes From

- Profit Pool Mapping — Where the Unit Earns Above Rivals
- Customer Value Interviews — What Buyers Actually Pay More For
- Resource and Capability Inventory — Assets Behind Each Winning Offer
- Scarcity and Value Screening — Which Sources Deserve Protection
- Edge Hypothesis Statement — Agreeing the Claim to Be Tested

Day 2: Testing Staying Power

- Imitation Cost Estimation — How Long a Rival Needs to Copy
- Rival Capability Profiling — Which Competitors Can Close the Gap
- Switching Cost Assessment — How Firmly Customers Are Held
- Erosion Signal Dashboard — Early Warnings for the Leadership Team
- Durability Scoring Grid — Ranking Each Source by Expected Lifespan

Day 3: Entrants, Substitutes and Shifting Markets

- Entrant Attack Scenarios — Segments Most Exposed to Low-Cost Challengers
- Substitute Offer Mapping — Alternatives That Meet the Same Need
- Technology Shift Review — Changes That Make Current Strengths Irrelevant
- Margin at Risk Calculation — Profit Exposed if the Edge Fades
- Defend, Adapt or Exit Choices — Portfolio Calls by Segment

Day 4: Investing to Renew

- Capability Gap Analysis — Skills and Assets the Next Edge Requires
- Build, Partner or Acquire Appraisal — Fastest Route to a New Capability
- Renewal Option Sizing — Cost, Timing and Expected Return
- Staged Funding Gates — Releasing Investment as Evidence Arrives
- Organisational Enablers — Incentives and Structures That Protect Know-How

Day 5: Practising the Advantage Renewal Plan

- Edge Evidence Pack — Applying Day One Findings to a Real Unit
- Durability Review — Re-Scoring Sources With Peer Challenge
- Threat Response Choices — Selecting Moves for Exposed Segments
- Renewal Roadmap Milestones — Sequencing Investments Across Three Horizons
- Advantage Renewal Plan — Final Draft for Executive Discussion

Applying Competitive Advantage Durability and Renewal After the Course

- Run a durability scoring session with the unit leadership team and publish the ranked list of sources with their expected lifespan.
- Set up an erosion signal dashboard with commercial and finance colleagues and review it at each monthly performance meeting.

Competitive Advantage Durability and Renewal Questions FAQ

What is competitive advantage durability and renewal, and why does it matter now?

It is the discipline of testing how long an edge will last and funding what replaces it. It matters because rivals copy quickly and entrants target profitable segments.

Which roles gain most from competitive advantage durability and renewal?

Business unit heads, strategy planners, commercial leads, capability owners and finance partners gain most.

How does competitive advantage durability and renewal differ from a course on competitive positioning?

A positioning course helps you choose where to compete. This one starts from an edge you already hold, tests its staying power against imitation and entrants, and plans the capability investment that renews it.

What do you bring back from competitive advantage durability and renewal training?

You bring back a renewal plan for your own unit. It holds scored sources of edge, erosion signals and sequenced capability moves.

Competitive Advantage Durability and Renewal: The Way Forward

The advantage renewal plan first informs the next budget round, where the unit leadership team decides which capability moves to fund and which fading strengths to stop defending. Commercial and finance colleagues use it to track erosion each quarter. After its first use, revisit the durability scores against what rivals actually did, and adjust the expected lifespan of each source.