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COURSE BROCHURE

# Advanced Disruptive Competitor Response Strategy Training Course

28 March – 8 April 2027
Muscat

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# Advanced Disruptive Competitor Response Strategy Training Course

**Ref:** 812_30879 **Date:** 28 March – 8 April 2027 **Location:** Muscat **Fees:** 11700 GBP

Disruptive Competitor Response Strategy is a 2-week training course for executives and strategy leads who must decide how to answer a low-end entrant, platform rival or a digitally native challenger, and it ends with a disruption response strategy each participant drafts for their own organisation. Challengers now reach customers faster than annual planning cycles can react, so the timing and shape of a response decide market position. The course is delivered by Jupiter Prime Training.

## Why Disruptive Competitor Response Strategy Matters Now

Three forces shape this subject. Platform rivals assemble ecosystems of partners and users that incumbents cannot copy product by product. Customers switch more readily when a cheaper, simpler offer is good enough for their job. Boards and investors expect leaders to explain where capital goes when the core business is under attack. An organisation that reads an entrant early can protect its profitable segments and build a separate growth engine; one that reacts late often cuts prices, starves new ventures and loses both. The course rests on disruption theory and links funding choices to COBIT 2019 for enterprise governance of information and technology and ITIL 4 for digital service management.

## Who Gains Most from Disruptive Competitor Response Strategy

- Leaders who own corporate strategy and decide which markets to defend, enter or exit
- Heads of business units whose revenue faces a challenger offering a cheaper or simpler alternative
- Executives who allocate investment across the portfolio of change initiatives
- Leaders of technology functions who must judge digital capability gaps against rival offers
- Heads of innovation who incubate new ventures alongside the established business

An executive committee that sends its strategy, finance and technology leads together gains most, because the response needs all three to agree on threat, capability and funding.

## Disruptive Competitor Response Strategy Capabilities

Participants learn to separate a genuine disruptive threat from noise, then match the response to the attacker's model and to the capabilities the organisation actually holds.

- Assess whether an entrant follows a low-end, new-market or platform path — the board's threat classification
- Weigh defend, partner, acquire and spin-out options against each other — the executive committee's response choice
- Build a digital capability maturity profile measured against the challenger — the technology investment case
- Design a funding mechanism that protects new ventures from core budget cuts — the finance director's allocation
- Calculate the revenue at risk in each customer segment the entrant targets — the business unit's defence priorities
- Communicate the chosen response to staff, partners and investors — confidence across stakeholder groups

## Key Disruptive Competitor Response Strategy Terms

- Low-end disruption — an entrant serves overserved customers with a cheaper, good-enough offer, then moves upmarket over time.
- New-market disruption — an entrant creates demand among people who previously could not afford or access the product at all.
- Platform business model — a model that creates value by connecting producers and consumers and benefits from network effects between them.
- Network effect — the rise in value each user gains as more users or partners join the same platform.
- Capability maturity — the level at which an organisation can perform a digital capability reliably, repeatably and at scale.
- Venture funding gate — a staged investment decision that releases money to a new initiative only after it meets agreed evidence.

## Disruptive Competitor Response Strategy Day by Day

### Day 1: Reading the Disruption Landscape

- Disruption Theory Origins — Which Incumbent Behaviours Invite Entrants
- Sustaining Versus Disruptive Innovation — Classifying Rival Moves Correctly
- Performance Overshoot Curves — Spotting Customers Ready to Trade Down
- Value Network Mapping — Where an Incumbent's Cost Structure Becomes Rigid
- Early Warning Signal Log — Board Reporting on Emerging Challengers

### Day 2: Profiling the Challenger

- Entrant Business Model Canvas — Decoding How the Challenger Makes Money
- Jobs-to-Be-Done Interviews — Revealing Why Customers Switch Suppliers
- Low-End Versus New-Market Tests — Choosing the Right Response Family
- Challenger Trajectory Projection — Timing the Move Into Core Segments
- Revenue-at-Risk Segmentation — Ranking Customer Groups for Defence

## Day 3: Platform and Ecosystem Economics

- Multi-Sided Platform Anatomy — Who Pays, Who Subsidises, Who Joins
- Network Effect Diagnostics — Judging Whether a Rival Can Lock In Users
- Ecosystem Partner Mapping — Spotting Complementors Worth Courting First
- Platform Envelopment Tactics — Defending Against Bundled Rival Offers
- Pipeline-to-Platform Shift Options — Reshaping a Linear Value Chain

## Day 4: Digital Capability Maturity

- Capability Maturity Scales — Rating Data, Automation and Customer Channels
- Rival Capability Benchmarking — Measuring the Gap Against the Entrant
- COBIT 2019 Design Factors — Tailoring Governance to Disruption Pressure
- ITIL 4 Service Value Chain — Speeding Digital Service Releases
- Build, Buy or Borrow Matrix — Closing Capability Gaps Fast

## Day 5: Response Option Families

- Core Defence Plays — Repricing, Bundling and Loyalty Under Attack
- Counter-Disruption Ventures — Attacking the Entrant From Below
- Alliance and Acquisition Screens — When Buying the Challenger Makes Sense
- Strategic Retreat Analysis — Ceding Low-Margin Segments Deliberately
- Response Option Scorecard — Comparing Speed, Cost and Reversibility

## Day 6: Organising the Dual Business

- Ambidextrous Organisation Design — Separating Exploration From Exploitation
- Autonomous Unit Charters — Freedom Limits for New Ventures
- Shared Asset Agreements — Letting Ventures Use Brand and Customer Base
- Incentive Realignment — Rewarding Managers Who Cannibalise Their Own Revenue
- Talent Rotation Models — Moving Digital Skills Between Units

## Day 7: Funding the Transformation Portfolio

- Portfolio Horizon Balancing — Splitting Capital Across Core and Growth
- Venture Funding Gates — Releasing Money Against Validated Evidence
- Real Options Valuation — Pricing the Right to Scale Later
- Kill Criteria Design — Stopping Ventures Without Political Cost
- Benefits Tracking Dashboards — Reporting Portfolio Returns to the Board

## Day 8: Experiments and Market Signals

- Hypothesis-Led Experiment Design — Testing Response Bets Cheaply
- Minimum Viable Offer Launches — Learning Price Points Before Rivals
- Customer Cohort Analytics — Measuring Retention After a Counter-Move
- Competitive War Gaming — Rehearsing the Entrant's Next Three Moves
- Signal-to-Decision Cadence — Turning Evidence Into Quarterly Choices

## Day 9: Leading Stakeholders Through the Response

- Narrative Framing for Investors — Explaining Short-Term Margin Sacrifice
- Workforce Reskilling Roadmaps — Preparing Staff for New Operating Models
- Partner and Channel Messaging — Keeping Distributors Aligned During Change
- Executive Sponsorship Mapping — Securing Owners for Each Response Stream
- Resistance Pattern Diagnosis — Addressing Middle-Layer Objections Early

## Day 10: Practising the Disruption Response Strategy

- Threat Classification Rehearsal — Applying Day Two Challenger Tests
- Option Selection Simulation — Applying the Response Scorecard to a Case
- Portfolio Funding Allocation — Applying Gates and Kill Criteria
- Peer Challenge Panel — Stress-Testing Assumptions With Fellow Executives
- Disruption Response Strategy Draft — Completing the Organisation's Plan

## Applying Disruptive Competitor Response Strategy After the Course

- Run a revenue-at-risk segmentation for the business unit most exposed to a named challenger and present it to the executive committee.
- Set up venture funding gates with explicit kill criteria for one counter-disruption initiative already in the portfolio.

## Disruptive Competitor Response Strategy Questions FAQ

### What is disruptive competitor response strategy and why does it matter now?

It is the discipline of classifying a challenger and choosing how to defend, partner, acquire or build a counter-venture. It matters now because platform and low-cost entrants reach customers faster than traditional planning cycles allow incumbents to react.

### Which roles gain most from disruptive competitor response strategy training?

Strategy, business unit, finance and technology leaders gain most. You benefit most when your role involves deciding which segments to defend, how to fund new ventures or how to close digital capability gaps against a faster rival.

### How does disruptive competitor response strategy differ from a general digital transformation course?

It starts from the attacker rather than from internal change. A general transformation course plans technology adoption; this subject classifies the rival's model, compares response options and ties portfolio funding and capability maturity directly to that external threat.

## What do you bring back from disruptive competitor response strategy training?

You bring back a drafted response plan for your own organisation. It includes a threat classification, revenue-at-risk segments, a chosen response option, a capability gap profile and a staged funding approach ready for executive discussion.

## Disruptive Competitor Response Strategy: The Way Forward

The disruption response strategy first informs which customer segments the organisation defends and which it cedes or attacks with a separate venture. Executive committees, finance leads and venture owners use it to release funding in stages. After its first use, the perspective worth revisiting is the challenger's trajectory, because entrants move upmarket and a response that fitted earlier may now protect the wrong segment.