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COURSE BROCHURE

Advanced Strategy Analysis and Competitive Positioning Training Course

11 – 22 October 2027
Amsterdam

Advanced Strategy Analysis and Competitive Positioning Training Course

Ref: 2523_95785 **Date:** 11 – 22 October 2027 **Location:** Amsterdam **Fees:** 9500 GBP

Strategy Analysis and Competitive Positioning is a 2-week training course for business analysts, strategy officers and corporate planners who must turn market and capability evidence into a Strategic Position Assessment that executives can act on. Contested markets, shifting customer expectations and tighter investment scrutiny now punish organisations that choose direction on instinct rather than tested evidence. Jupiter Prime Training runs this course on Strategy Analysis and Competitive Positioning for analysts who shape strategic choices.

Why Strategy Analysis and Competitive Positioning Matters Now

Three pressures sharpen the demand for disciplined strategy analysis. Rivals enter from adjacent sectors and digital channels, eroding positions that once looked secure. Boards and investors ask analysts to show why one option beats another before capital is committed. Operating leaders need clear requirements and gap evidence so that chosen strategies can be built. An organisation that analyses well spots threats early and places scarce resources where it can win; one that analyses poorly copies rivals, funds weak cases and drifts toward undifferentiated positions. The course rests on structured environmental scanning, value chain diagnosis and option appraisal.

Who Gains Most from Strategy Analysis and Competitive Positioning

- Analysts who assemble market, competitor and customer evidence for strategy decisions
- Strategy officers who frame strategic questions and present options to executives
- Corporate planners who connect positioning choices to plans and investment cases
- Product and portfolio leads who decide where offerings should compete
- Transformation analysts who translate chosen strategies into capability requirements

A strategy office that sends analysts and planners together gains most, because evidence gathering, option appraisal and business case writing then follow one shared logic.

Strategy Analysis and Competitive Positioning Capabilities

Participants learn to move from scattered market signals to a defensible statement of where and how the organisation should compete.

- Assess industry attractiveness and rival moves with structured evidence — executive choices on markets to enter or exit
- Build a value chain and capability profile — decisions on what to strengthen, outsource or stop
- Specify strategic requirements through elicitation with senior stakeholders — transformation leads scoping change
- Calculate capability and performance gaps — planners sizing the effort a position demands

- Weigh positioning options against explicit criteria — investment committees approving direction
- Communicate a business case with evidence and risk — boards releasing funds

Key Strategy Analysis and Competitive Positioning Terms

- Competitive positioning — the choice of where an organisation competes and the basis, such as cost or distinctiveness, on which customers prefer it.
- Value chain — the linked activities through which an organisation creates and delivers its offer, each adding cost and potential advantage.
- Strategic group — a cluster of rivals following similar strategies, used to see who truly competes for the same customers.
- Capability gap — the difference between what a chosen position requires and what the organisation can currently do.
- Requirements elicitation — structured interviews and sessions that draw out what stakeholders need from a strategic change.
- Business case — a reasoned document setting out the costs, benefits, risks and options behind an investment decision.

Strategy Analysis and Competitive Positioning Day by Day

Day 1: The Analyst in Strategy Work

- Strategic Question Framing — Defining What Executives Actually Need Answered
- Analysis Scope Charter — Agreeing Boundaries, Sponsors and Evidence Standards
- Hypothesis-Led Inquiry — Focusing Effort on Testable Strategic Claims
- Evidence Source Inventory — Judging Reliability of Market and Internal Data
- Stakeholder Influence Grid — Deciding Whose Views Shape the Analysis

Day 2: Reading the Macro Environment

- PESTEL Scan — Identifying External Shifts That Reshape Demand
- Trend Impact Scoring — Ranking Forces by Likelihood and Consequence
- Regulatory and Technology Horizon Log — Anticipating Rule and Platform Changes
- Demand Driver Tree — Linking Macro Signals to Customer Volumes
- Environmental Brief — Summarising External Pressures for Leadership

Day 3: Industry and Rival Dynamics

- Industry Forces Review — Judging Profit Pressure From Buyers and Suppliers
- Strategic Group Mapping — Seeing Which Rivals Compete for Customers
- Competitor Profiling — Anticipating Rival Moves and Likely Responses
- Substitute and Entrant Watch — Spotting Threats From Adjacent Sectors
- Market Attractiveness Matrix — Choosing Segments Worth Defending or Entering

Day 4: Customers and Segments

- Needs-Based Segmentation — Grouping Customers by Problems Rather Than Demographics
- Customer Value Curve — Comparing Offer Attributes Against Rival Offers
- Willingness-to-Pay Signals — Testing Pricing Room for Each Segment
- Customer Journey Pain Points — Revealing Openings for Differentiation
- Segment Priority Scorecard — Deciding Which Customers to Serve First

Day 5: Internal Capability and Value Chain

- Value Chain Diagnosis — Locating Activities That Drive Cost and Distinctiveness
- Resource and Capability Audit — Separating Rare Strengths From Common Assets
- Cost Position Benchmarking — Comparing Unit Economics With Rivals
- Process Maturity Snapshot — Gauging Readiness to Support New Positions
- Strengths and Weaknesses Evidence Log — Replacing Opinion With Proof

Day 6: Eliciting Strategic Requirements

- Executive Interview Design — Drawing Out Ambitions and Constraints
- Facilitated Requirements Sessions — Reconciling Divergent Stakeholder Priorities
- Requirement Prioritisation Methods — Separating Essential From Desirable Capabilities
- Assumption Register — Recording Beliefs the Strategy Depends Upon
- Requirements Traceability Grid — Linking Needs to Strategic Objectives

Day 7: Gap Analysis and Positioning Options

- Current-to-Target Gap Analysis — Sizing the Capability Shift Required
- Generic Positioning Choices — Weighing Cost Leadership Against Differentiation
- Option Generation Techniques — Widening Choices Beyond Incremental Moves
- Multi-Criteria Option Appraisal — Scoring Routes on Weighted Criteria
- Feasibility and Acceptability Tests — Filtering Options Leaders Can Pursue

Day 8: Building the Business Case

- Benefit Mapping — Connecting Capabilities to Measurable Strategic Gains
- Cost and Investment Estimation — Building Defensible Resource Figures
- Sensitivity and Scenario Testing — Checking Cases Against Uncertain Futures
- Strategic Risk Assessment — Exposing Threats to the Preferred Option
- Business Case Structure — Presenting Options, Evidence and Recommendation

Day 9: Influencing Strategic Decisions

- Pyramid Storyline — Leading Executives From Answer to Evidence
- Evidence Visualisation — Choosing Charts That Clarify Strategic Trade-Offs
- Challenge Session Preparation — Anticipating Board Questions and Objections
- Decision Record Drafting — Capturing Choices, Rationale and Owners
- Monitoring Indicators — Tracking Whether the Chosen Position Holds

Day 10: Practising the Strategic Position Assessment

- Applying Industry and Rival Analysis — A Retail Banking Positioning Case
- Applying Value Chain and Gap Analysis — A Logistics Services Case
- Applying Option Appraisal and Business Case — Defending an Investment Choice
- Peer Challenge Panel — Stress-Testing Evidence Before Executive Review
- Strategic Position Assessment Completion — Finalising Evidence, Options and Recommendation

Applying Strategy Analysis and Competitive Positioning After the Course

- Lead a strategic group mapping and competitor profiling exercise for one priority market and brief the strategy committee on rival moves.
- Run a current-to-target gap analysis for a pending strategic initiative and present the findings as a short business case with weighted options.

Strategy Analysis and Competitive Positioning Questions FAQ

What is strategy analysis and competitive positioning, and why does it matter now?

Strategy analysis and competitive positioning is the evidence-based study of markets, rivals and capabilities to decide where and how an organisation competes. It matters now because rivals arrive from new directions and boards expect every strategic choice to rest on tested evidence.

Which roles gain most from strategy analysis and competitive positioning training?

Business analysts, strategy officers and corporate planners gain most. Product and portfolio leads and transformation analysts also benefit, since they translate positioning choices into offers, requirements and investment cases.

How does advanced strategy analysis and competitive positioning differ from a foundation business analysis course?

This advanced course works at the strategic level: industry forces, rival behaviour, positioning options and investment cases. A foundation business analysis course concentrates on project requirements, process models and solution documentation rather than choosing where the organisation competes.

What do you bring back from strategy analysis and competitive positioning training?

You bring back a completed assessment of one market position, with environmental and rival evidence, a capability gap profile, appraised options and a business case. You also return with templates your strategy office can reuse.

Strategy Analysis and Competitive Positioning: The Way Forward

The Strategic Position Assessment built during the course first informs whether to defend, reposition or exit a chosen market. Strategy committees, investment boards and portfolio leads use it to commit resources. After that first decision, the assumption register deserves another look, because early market responses show which beliefs about rivals and customers still stand.