

Be able to identify value creation and value capture dynamics from within their current industry. Create substantial growth potential for their organizations by applying in-depth industry analysis, value chains with potential for value creation, and organization-based value capture models. Systematically identify key value creation and capture opportunities within any industry to foster enterprise growth.

Modules		Takeaways	Key Exercise/Quiz
Module 1	Introduction (1:00 hr.)	<ul style="list-style-type: none"> Session 1: Understanding the basics of any industry Session 2: Insightful understanding of the industry attractiveness model Session 3: Analyzing 360-degree industry dynamics 	<ul style="list-style-type: none"> Quiz #1
	Industry Analysis (1:00 hr.)	<ul style="list-style-type: none"> Session 4: A closer look at competitors, scope of rivalry, whether it is regional, national or international Session 5: Determine barriers to entry and exit & look at the big picture and define the industry you wish to enter Session 6: Assess profitability, and gather competition intelligence Session 7: Assess buyers and suppliers and how much power they wield Session 8: Look at the market on a macro level to target right buyers 	<ul style="list-style-type: none"> Quiz #2
	Exercises (50 min.)	<ul style="list-style-type: none"> Participants will conduct analysis in their own industry and develop insightful understanding of industry dynamics Customer Participants will implement specific criterion to establish relationships between varied groups of suppliers, complementors and other players in industry to establish strategic spaces for their organizations 	
Module 2	Value Creation (1:00 hr.)	<ul style="list-style-type: none"> Session 1: Where does value lie in an industry? Session 2: Analyze the principles and rationality behind value chain development, provide a detailed analysis of the different phases of value chain development, share different techniques for market systems facilitation, and discuss the benefits of market systems facilitation 	<ul style="list-style-type: none"> Quiz #1
	Value Capture (1:00 hr.)	<ul style="list-style-type: none"> Session 3: Develop a Unique Selling Proposition Session 5: Understand the four primary generic strategies & know the two dimensions that are critical to defining business-level strategy. Session 7: Appreciate the limitations of generic strategies 	<ul style="list-style-type: none"> Quiz #2
	Practice Exercises (50 min.)	<ul style="list-style-type: none"> Practice and analysis key value chain analysis Participants will conduct key value creation analysis in their own industry and develop concrete intervention plans Participants will conduct exercises on their industry to learn effective value capture for their organization from within their current industry 	