

Competitive Strategy

Creating and sustaining competitive advantage

In-person

May 13–17, 2024

Sept. 9–13, 2024

\$10,450*

Competitive advantage is not only difficult to achieve — it's also a challenge to maintain, especially in times of uncertainty and change. Gain the insights you need to build your organization's competitive strategy and develop powerful long-term action plans.

In a highly collaborative learning environment, you'll learn how to leverage top Kellogg faculty members' latest thinking on how to remain competitive in challenging markets. You'll gain practical insights from in-depth examination of the experiences of other leading companies and why certain strategies fail and others succeed.

As you work with fellow like-minded participants, you'll explore how best to apply those insights to build a solid foundation for your own profitability and growth. You'll sharpen your analytic skills, learn how to capitalize on growth opportunities and avoid strategic mistakes. You'll leave with a clear articulation of your organization's competitive advantages and a powerful, long-term action plan for making the most of your competitive strengths.

“Simply an outstanding and stimulating course [that] provide[s] an insightful (economics-driven) manner of assessing and defining competitive strategies.”

COO, BLOOMBERG BNA

Key benefits

- Develop and sharpen your analytic strategy skills
- Learn to apply leading-edge frameworks to your business
- Gain valuable insight from the successes and failures of respected firms and the issues they face looking forward

Who should attend

- Leaders of family enterprises and entrepreneurial firms
- Mid-level to senior executives responsible for strategic planning, general management and acquisitions
- Managers of marketing, operations and other functional areas who aspire to take on strategy-focused responsibilities
- Cross-functional teams engaging in their strategic planning process

Learn more and apply: kell.gg/kxcompete

* Your in-person program fee includes accommodations, meals and course materials.
Dates and program fees are subject to change.

Program content

Fundamentals of competitive strategy

- Learn analytical frameworks for strategy formulation
- Understand the economics of value creation and capture

External environment analysis

- Explore the market forces underlying industry profitability and firm performance
- Learn modern game theory approaches for competing effectively with a small number of rivals
- Understand industry evolution and optimal responses to growth opportunities and shakeouts
- Identify winner-takes-all markets — a different battle

Internal profitability analysis

- Articulate and evaluate competitive advantage
- Assess the long-term sustainability of competitive advantage
- Develop resources and effective capabilities for strategic investments
- Capitalize on growth opportunities through strategic positioning and fit

“The program illustrated succinct, incremental methods and frameworks that will significantly help my strategy role.”

PRINCIPAL, BUSINESS STRATEGY, ADOBE SYSTEMS INCORPORATED

The faculty

For this program, Kellogg has assembled an outstanding faculty panel of groundbreaking researchers, award-winning authors and editors, and advisors to government and major corporations, all committed to delivering a rewarding learning experience.

Jeroen Swinkels

Academic Director;
Richard M. Paget Professor
of Management Policy;
Professor of Strategy

Daniel Barron

Associate Professor of
Strategy

Meghan Busse

Associate Professor of
Strategy

Thomas Hubbard

Elinor and H. Wendell Hobbs
Professor of Management;
Professor of Strategy; Faculty
Director of Insight

*Please note:
Faculty is subject to change.*



Your learning experience

Whether you choose to join us in-person or participate in our dynamic live virtual programs, you'll be immersed in a rich learning environment that fosters personal growth. You'll be guided through a transformative experience with our world-renowned faculty and active engagement with your peers.

** When program registration requires additional accommodations, our staff will make all the necessary arrangements for participants to stay at a nearby hotel.*

Learn more and apply:
kell.gg/kxcompete

Consult with an Advisor:
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