

# Competitive Strategy

## Creating and Sustaining Competitive Advantage

**ACADEMIC DIRECTOR:** Tom Hubbard and Ann Zastrow

### TOPIC OVERVIEW — LIVE VIRTUAL FORMAT

This live virtual program will be offered in half day sessions and will include regular breaks and significant interaction with faculty and other participants. All times are Central Time.

WEEK 1	DAY 1: Monday	DAY 2: Tuesday	DAY 3: Wednesday	DAY 4: Thursday	
8:15am - 8:30am CT		Welcome and Coffee Chat	Welcome and Coffee Chat	Welcome and Coffee Chat	
8:30am - 10:00am CT	Introductions and Maximizing Your Experience: Creating and Capturing Value Hubbard	Uniqueness, Scarcity, and Value Capture Swinkels	What Makes Industries Profitable? And What Can You Do About It? Garthwaite	Competitive Advantage: Outperforming the Competition Hubbard	
10:15am - 12:00pm CT					
	Office Hours and Networking	Office Hours and Networking	Office Hours and Networking	Office Hours and Networking	
WEEK 2	DAY 5: Monday	DAY 6: Tuesday	DAY 7: Wednesday	DAY 8: Thursday	
8:15am - 8:30am CT	Welcome and Coffee Chat	Welcome and Coffee Chat	Welcome and Coffee Chat	Welcome and Coffee Chat	
8:30am - 10:00am CT	Competitive Advantage and Your Business: Workshop Hubbard	Competitive Advantage and Your Business: Report-Outs Hubbard	Competitive Advantage and Your Business: Report-Outs Hubbard	Competitive Advantage and Your Business: Report-Outs Hubbard	
10:15am - 12:00pm CT	Identifying Entry Opportunities and Preparing for Shake-Outs Hubbard	Strategy and Information Swinkels	Strategy Under Uncertainty Swinkels	Growth: When and How to Make Sure Growth Is Profitable Garthwaite	
	Office Hours and Networking	Office Hours and Networking	Office Hours and Networking	Office Hours and Networking	

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