


ONE STEP AHEAD OF THE COMPETITION

STRATEGIC WAR GAMES – FROM BATTLE FIELD TO MEETING ROOM

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A war gaming is a uniquely structured battle between teams representing various rivals in the industry.

This training will give your organization a cutting edge advantage and will teach you how to analyze the competitors, how to find own blind spots and mainly – how to strategically plan and stay ahead of the competition.

The training will start with a theoretical framework for understanding industry evolution, analyzing competitor behavior and generating strategic options. Then it will progress to application using well documented business case stories to the point of making market forecasts checked against the real situations.

Continuing in breakout teams we will lay the framework for analyzing the industry, evaluating the company's strategic position and predicting competitor moves and vulnerabilities.

Later on we will dive into an analytical battle between teams and conclude with the most likely competitor scenarios and formation of specific action plan recommendation.

During training by combining analyses, prediction and preparing own strategy **you will learn to:**

- Role-play competitors with the most advanced techniques
- Run both „Landscape is changing” and „Competitor Response” war games
- Make the most accurate predictions of third parties' moves
- Understand all the steps needed to organize and run regularly own exercise to stay ahead of competition

Structure:

Phase 1:

- Framework and tools to analyze the competition
- Competitive analyses – breakout in smaller teams
- Presenting the key outputs

Phase 2:

- Strategic options – breakout in different teams
- Battle – presenting and defending the strategic options
- New strategy and plan to go ahead

For whom is this training?

- Organizations determined to continue leading the industry – staying ahead of competition
- Teams expecting to launch significant category initiative / product breakthrough – prediction of move and planning countermoves
- Companies experiencing own or competitors' M&A – changing the landscape
- Organizations truly believing in Strategic planning and executing accordingly – building the fact based plans



Team size:

- 10 to 40 people

Training length:

- 1 full day – with mandatory pre-reading
- or 2 days – including detailed group study of business case and running war game exercise for specific company's situation

Trainer:

20 years of commercial background in Business and Category Development with solid FMCG experience gained in Emerging markets, USA, as well as in major European and Asian markets. Working in various operational and strategic functions in local, regional and global positions for Nestle Purina Petcare Company in Czech and Slovak republics, USA and Switzerland.

Patrik in long term is focusing his effort in developing capabilities of local teams in various markets and is leading transformational programs to enhance their internal cooperation.

With his clients, Patrik is recently also pioneering approach to test Strategic ideas internally first, before going to the market, through competitor's role modeling and competitive intelligence insights using „War games“ approach.

He has an entrepreneurial attitude with a high dose of common sense pragmatism and has a passion for action. He enjoys the interaction with groups and is confident and experienced speaker.



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