MERCURY

Developing Strategy for Value Creation Training Course

24 - 28 Jan 2027
Istanbul (Turkey)

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Ref.: 15609_316993 **Date:** 24 - 28 Jan 2027 **Location:** Istanbul (Turkey) **Fees:** 5500 **Euro**

Introduction:

In today's competitive business landscape, organizations strive to survive and thrive by creating value that resonates with their customers, stakeholders, and society. This developing strategy for value creation course is designed to equip you with the knowledge, skills, and tools necessary to develop robust strategies for value creation, empowering you to drive sustainable growth and success for your organization.

Throughout this developing strategy for value creation course, we will delve into the core principles and concepts of value creation, exploring what it entails and why it is essential for business success. We will analyze various value-creation strategies and frameworks, dissecting the elements contributing to their effectiveness. Understanding the intricacies of value creation allows you to formulate tailored strategies that capitalize on your organization's strengths and opportunities while mitigating potential risks.

From defining value creation and elucidating its significance in the business context to crafting comprehensive value-creation plans and implementing them effectively, this developing strategy for value creation course covers a wide spectrum of topics essential for mastering the art of value creation. Through interactive discussions, case studies, and practical exercises, you will gain practical insights and actionable strategies to apply directly to your organization's unique challenges and objectives.

Whether you are a seasoned executive seeking to refine your organization's value proposition or a budding entrepreneur looking to carve out a niche in the market, this course offers invaluable guidance and resources to help you navigate the complexities of value creation with confidence and competence. Participants will unlock the secrets to developing strategies that create value and sustain it for long-term success.

Targeted Groups:

- Executives and business leaders seek to enhance their organization's competitive edge through value-creation strategies.
- Entrepreneurs are aiming to develop robust value propositions for their products or services.
- Marketing professionals seek to optimize their brand's value proposition and market positioning.
- Strategic planners and consultants are interested in mastering the art of value creation to drive organizational growth.
- Business analysts and financial experts seek to quantify and measure the impact of value-creation initiatives.
- Professionals in rapidly transforming industries, such as technology, healthcare, and finance, must adapt their value-creation strategies accordingly.
- Students and academics studying business management, marketing, or strategic planning are eager to delve into the theory and practice of value creation.
- Small business owners and startups seek guidance on effectively differentiating themselves in crowded markets through value creation.
- Corporate trainers and HR professionals aim to instill a culture of value creation within their

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organizations, fostering innovation and sustainable growth.

Course Objectives:

At the end of this developing strategy for value creation course, the participants will be able to:

- Understand the concept of value creation and its significance in business.
- Explore various value-creation strategies and frameworks.
- Develop the skills to formulate a comprehensive value-creation strategy.
- Learn how to create a value-creation plan tailored to organizational goals.
- Understand the process of implementing and evaluating value-creation initiatives.
- Gain insights into the elements that contribute to successful value creation in business.
- Acquire practical tools and techniques for fostering an organizational culture of value creation.
- Enhance strategic decision-making abilities by integrating value-creation principles into business planning.
- Explore case studies and real-world examples to illustrate effective value-creation strategies.
- Develop leadership skills to communicate effectively and champion value-creation efforts within teams and across the organization.

Targeted Competencies:

Upon the end of this developing strategy for value creation training, the target competencies will:

- Understand the fundamental concepts and principles of value creation.
- Analyze market trends, customer needs, and competitive landscapes to identify opportunities for value creation.
- Formulate clear and actionable value-creation strategies aligned with organizational goals and objectives.
- Implement value creation plans effectively, leveraging resources and capabilities to maximize impact.
- Evaluate the success of value-creation initiatives through key performance indicators and metrics.
- Foster a culture of innovation and creativity within the organization to drive continuous value creation.
- Communicate the value proposition effectively to internal and external stakeholders.
- Collaborate cross-functionally to integrate value-creation strategies into all aspects of the business.
- Anticipate and adapt to changes in the business environment to sustain value-creation efforts over time.
- Develop leadership skills to inspire and motivate teams to embrace value creation as a core organizational philosophy.

Course Content:

Unit 1: Introduction to Value Creation:

- Define value creation and its significance in business.
- Explore the relationship between strategy and value creation.
- Discuss the evolution of value creation concepts in business theory.
- Analyze real-world examples of successful value-creation strategies.
- Understand the elements of value creation in various industries.

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Unit 2: Understanding Value Creation Frameworks:

- Explore different frameworks for analyzing value creation, such as Porter's Value Chain and the VRIO model.
- Discuss the role of innovation and differentiation in value creation.
- Examine how value-creation frameworks can be applied to different business scenarios.
- Compare and contrast various value-creation strategies employed by leading organizations.
- Identify key success factors and challenges in implementing value-creation frameworks.

Unit 3: Developing a Value Creation Strategy:

- Learn how to conduct market research and customer analysis to identify value-creation opportunities.
- Understand the importance of aligning value-creation strategies with organizational goals and objectives.
- Explore techniques for developing value propositions that resonate with target customers.
- Discuss strategies for leveraging resources and capabilities to create sustainable competitive advantage.
- Develop scenario planning and risk assessment skills to anticipate potential value creation challenges.

Unit 4: Implementing Value Creation Initiatives:

- Explore best practices for implementing value creation plans effectively.
- Discuss the role of cross-functional collaboration in executing value-creation initiatives.
- Learn how to communicate the value proposition to internal and external stakeholders.
- Develop strategies for overcoming resistance to change during the implementation process.
- Understand the importance of monitoring and evaluating the success of value-creation initiatives.

Unit 5: Sustaining Value Creation:

- Discuss strategies for sustaining value creation over the long term.
- Explore how organizational culture and leadership influence value-creation efforts.
- Learn how to adapt value-creation strategies to changing market conditions.
- Discuss the role of continuous innovation in sustaining value creation.
- Explore case studies of organizations that have successfully sustained value creation over time.

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Registration form on the :
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