Post-Class Reinforcement Materials

Each of the Leadership and Professional Development courses include a suite of post-class reinforcement materials that are unique to each title. Content such as e-books, quick videos, personal and team assessments, tools and templates, and other materials, have been selected to ensure that you continue your journey to ongoing success beyond the classroom. All e-assets, such as books and videos, come with 1-year access.

Leadership Excellence for Senior Management | 3 Days

Reinforcement Videos
- An Overview of Competitive Strategy featuring Michael Raynor
- Global Markets and Competition featuring Harold Sirkin
- Leveraging Networks To Change The Competitive Landscape featuring Andrew G. Ray
- Customer Insights that Redefine Markets featuring Peter Fisk
- Reducing Customer Risk featuring Adrian Slywotzky
- Beating Your Most Powerful Competitors featuring Michael Raynor
- Bad Competition Can Sour Good Markets featuring Carol Roth
- Competing Smarter: Do What Your Competition Isn’t Willing to Do featuring Vince Poscente
- How to Stand Out from the Competition featuring Mark Goulston
- Connecting the Dots of Innovation featuring Jeff DeGraff

Tools
- Evolving Practices
- Five Forces
- Strategic Framework
- Customer Information
- Types of Competitors
- Competitive Information
- Core Competency
- Innovations

Test
- Leadership Advantage Test Yourself: Competitive Awareness and Strategy

Core Message
- Leadership Advantage: Competitive Awareness and Strategy 2.0

Case Study
- Navigating the Competitive Landscape
- Marketing Position
- Making Sense of Customer and Competitor Information
- Leveraging Core Competencies
- A Call to Action

Key Concept
- Key Concept: The Need for Competitive Strategy
- Key Concept: Past, Present, and Future Practices
- Key Concept: Classic Competitive Forces and Strategies
- Key Concept: Know Your Strategic Framework
- Key Concept: Understanding Your Company’s Marketing Position
- Key Concept: Know Your Customers and What They Need
- Key Concept: How to Get Customer Information
- Key Concept: Understanding Your Competition
- Key Concept: Critical Types of Competitor Information
- Key Concept: Getting Competitive Information
- Key Concept: Take Action
- Key Concept: Resiliency through Core Competencies
- Key Concept: Competing Through Innovation
- Key Concept: Competing Through Leadership

Book Summaries
- Reality Check: The Irreverent Guide to Outsmarting, Outmanaging, and Outmarketing Your Competition by Guy Kawasaki
- Becoming a Category of One - How Extraordinary Companies Transcend Commodity and Defy Comparison by Joe Calloway
- Chaotics: The Business of Managing and Marketing in the Age of Turbulence by Philip Kotler and John A. Caslione
- The Well-Timed Strategy: Managing the Business Cycle for Competitive Advantage by Peter Navarro
- Satisfaction: How Every Great Company Listens to the Voice of the Customer by Chris Denove and James D. Power IV

Leader-Led Activities
- Customer Needs Discussion Guide
- Competitive Framework Discussion Guide
- Competitive Awareness and Strategy Facilitation Guide
- Competitor Types Facilitation Guide
- Marketing Approach Facilitation Guide
- Taking Competitive Action Application Guide

Self-Assessment
- Marketing Approach
- Customer Needs
- Competitive Strategies

Business Impact
- Business Impact: Returning to Core Competencies

Challenge
- Challenge: Competitive Awareness and Strategy

Materials listed above are representative and do not include all assets, which are subject to change as titles and resources are always being updated.