

Entrepreneurial Strategies



Introduction

Strategy is the primary building block of competitive distinctiveness and advantage. As an organizational process, this encompasses a range of activities in which firms engage to establish and sustain a competitive advantage. Compared to established firms, entrepreneurial firms may face many challenges that diminish their likelihood of success and survival.

At some point in their journey every entrepreneur faces the critical challenge of the decision of choice. Entrepreneurs, by their very nature, having limited resources and are not restricted or constrained by prior commitments. Further the interplay between uncertainty and entrepreneurial learning has the consequence that commitment-free analysis yields multiple, equally viable alternatives from which one must be chosen. Because entrepreneurs face many alternatives that cannot be pursued at once, they must master the art of deciding how to explore alternate entrepreneurial strategy options for commercializing their idea into a successful and fruitful venture.

Brief Outline

Entrepreneurial Strategies is an exclusively designed program that helps enable and empower entrepreneurs to make breakthrough choices among realistic options and to use their capabilities and resources to fulfill their entrepreneurial vision. This program offers a guide that enhances the potential for entrepreneurial venture scalability and lasting success.

Program Objectives

The fundamental objective of this program is to act as a powerful catalyst that helps enhance entrepreneurial strategies, create radical innovations, facilitate making big changes and pursue emerging opportunities by helping the participants to be able to:

- Turn a breakthrough idea, invention into a high growth venture.
- Enhance strategic thinking and entrepreneurial acumen
- Build a winning entrepreneurial enterprise

- Enhance intellectual teamwork and team creativity
- Asses entrepreneurial competencies of the core team and individuals
- Strengthen the business model
- Enhance enterprise wide entrepreneurial skills

Program Content

- Exploring Entrepreneurial Strategies
- Strategy Formulation
- Creating Customers
- Proactive Competitive Innovation
- Strategic Decision Making
- Discovering Opportunities
- Guiding Principles
- Strategy innovation & Strategic Flexibility
- Creating a Market Niche
- Learning SWOT questions
- Creative Marketing

Key Takeaways

- 3 elements of entrepreneurial vision
- 4 approaches to discovering opportunities
- 6 guiding principles for making better strategy decisions
- 3 catalysts of strategy innovation
- 8 key learning SWOT questions
- 10 innovation thinking tools

Methodology:

The program will consist of presentations, group discussions in each topic of the program. The delivery method of the program is based on the science of adult learning to maximize the learning outcomes.

Program Duration : 1 day