



**LAGOS
BUSINESS
SCHOOL**

PAN-ATLANTIC UNIVERSITY



Creating Strategy for Competitive Advantage

Understand the role of strategy formulation in gaining competitive advantage



Programme date
October 6, 2026



Mode of delivery
Hybrid



Duration
3 days



Fee
₦850,000
Excluding VAT

Overview

As economies recover and competition intensifies across Africa, organisations must rethink how they position themselves for long-term success. "Creating Strategy for Competitive Advantage" guides leaders through the realities of changing markets, emerging rivals, and evolving value chains.

Through practical frameworks, real examples, and simple tools, the programme shows participants how to spot industry shifts early, choose the most profitable positions, and build strategies that deliver real advantage.

Leaders walk away ready to compete confidently on local, regional, and global stages.

Learning Objectives and Benefits

After the programme, participants will be able to:

- Participants develop the ability to break down industries, identify the strongest competitive positions, and understand where current and future profits flow.
- Confidence to craft strategies that respond to market shifts with precision and effectiveness.
- Aspiring leaders can translate complex industry movements into actionable, winning strategic plans.

Who Should Attend

Designed for senior executives, directors, and top-level managers involved in shaping or reviewing strategy—particularly within innovative, competitive, and fast-changing industries.

This programme is ideal for leaders seeking sharper strategic insight and stronger direction to drive organizational success.

For More Information, Contact:

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