

# Design Thinking for Competitive Advantage



Start Date  
Dec 2



Duration  
3 days



Mode of Delivery  
Hybrid



Programme Fee: **N850,000**

## Overview

After well-thought and careful considerations, companies, and individuals generally craft strategies to accomplish their corporate or personal goals. A good strategy is required to deliver a good and sustained performance. Businesses and individuals are now faced with new realities – environmental turbulence. The competitive advantages of yesterday in many instances are unable to cope with the market challenges of today. The new challenges require new dynamics. New categories of customers are emerging, while the existing customers are coming up with new tastes and preferences. Customers are generally more discerning than ever. They have access to better information. They want better products and services. They want it faster, cheaper and they want it now. Competitors are emerging from most unlikely sources. New technologies are emerging, and they are challenging the existing business models, they offer new service delivery channels and newer opportunities for engaging customers. Regulations are also changing at faster rates, economic crises, environmental challenges, and health problems from one part of the world affects the other. Trade globalization is moving together with globalization of crises. Creative and innovative approaches are required to understand these special customers and how to operate in these turbulent environments. The society requires managers and business leaders that can innovate Nigeria out of crises. How can we bring prosperity, good products, and services to our societies? In the words of Ludwig von Mises 'The market system brings prosperity to those who satisfy the desires of others in the best and the least expensive way. Wealth can only be attained by serving the consumer. Corporations and individuals must improve their abilities to create and innovate to serve customers with better products and services. Hopefully, the market will continue to reward creative and innovative efforts.

## Structure and Curriculum

- Leading reputation
- The business mission and purposeful reputation
- Managing crisis, building, trust, moral and ethical reputation through leadership
- International best practices in reputation management
- Leading brands in the global space: a foray into global best practices
- Digital transformation, innovation, business purpose and reputation
- Environment, Social, Governance (ESG): Performance and reputation
- The workplace and the development of corporate reputation
- Corporate like appeal: Why companies are liked, admired, and respected
- Building a great reputation: the roles of leadership and visioning
- Financial performance: its positive & damaging impacts on reputation
- The business media in reputation management
- Economy, business, and reputation

## Who Should Attend

- Board Chairmen
- Chief Executive Officers
- Executive Directors
- Independent Non-Executive Directors
- Chief Financial Officers
- Chief Marketing Officers
- General Managers across all functions
- Directors across all functions
- Corporate Communication Directors
- C-Suite executives

## Faculty

- Professor Tayo Otubanjo
- Mr Olu Akanmu

### Reservations/additional Information

**Oluwakemi Mfon-Bassey**  
08086726686  
omfon-bassey@lbs.edu.ng

**Afolabi Oyewunmi**  
07019900756  
aoyewunmi@lbs.edu.ng

**Toba Olugosi**  
07080070553  
Tolugosi@lbs.edu.ng

**Florence Dick**  
07086095194  
fdick@lbs.edu.ng  
exceedsales@lbs.edu.ng

**Lagos Business School**  
Lekki - Epe Expressway Ajah,  
Lagos, Nigeria  
info@lbs.edu.ng,  
+234-(0)-8025014623