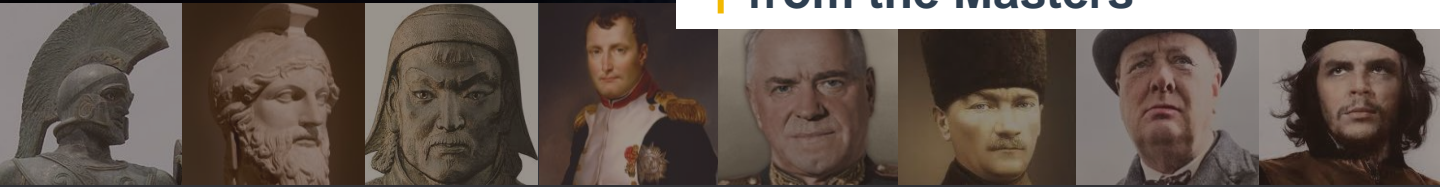


The Art of Generalship in Marketing

Strategy Formulation from the Masters



TOP STRATEGIES IN HISTORY

Reflect into your business

What strategy is not

The best way of learning the applicable definition of strategy is understanding what it is not.



Strategy and position

If war is a game, the rules of the game are determined by whoever chooses the battlefield.



Reading rival's moves

Your strategy is never complete without incorporating competition's potential future moves.



Creative strategy

Creativity is a must in locked marketing wars of today's mature markets.

Brand Portfolio Strategy



Unleash the full potential of your brand portfolio

Program for multi-brand companies

The art of strategy

What are the advantages and drawbacks of your current strategy?



Position in the market

What is your grand marketing strategy based on your position in the market?



Portfolio strategy map

What is the most critical segment to reach the ultimate victory?



Brand for the strategy

Which brand in your portfolio will best work for your strategy?

Portfolio brand map

How should all your brands align on the total consumer segments map to minimize frictions?

Concentrate your forces

Where to cut your product long-tail start to streamline your portfolio?



? Why should the consumers change their experience

Growth in Disruptive Categories

The new category requires totally new strategy
Learn how to sustain your growth momentum

- 1 Strategy is timeless**
Existing categories evolve, new ones establish, yet the concept of strategy remains the same.
- 2 Mature vs. new categories**
The successful strategies in existing mature markets can not work in the new evolving categories.
- 3 Ignite your first consumers**
The first consumers defines the DNA of your brand, target them wisely.
- 4 The chasm problem**
The chasm after exploiting the visioners is evitable, it's the thin line between success and failure.
- 5 Crossing the chasm**
The most difficult marketing problem; focus, concentration and patience are absolute must.
- 6 Do not forget the rest**
How to embrace all consumers to remain profitable for funding the new innovation cycle.

Growth Mindset Transformation



for leaders

UNLOCK YOUR TEAM'S FULL POTENTIAL

Be prepared for all possible future challenges

Strategic clarity

Everything starts setting clear goals and direction for the entire team



Ignite the change

First members to join the journey from the team will be the Change Agents for the rest

Growth vs fixed mindset

Just like convincing our consumers, we need to show our team what is in it for them



Foster the new culture

Staying consistent with the words as the leader is crucial to diffuse the new culture into the whole organization