



2019

THE 3 DAY COMPETITIVE ADVANTAGE PROGRAMME

A RAPID PROGRAMME FROM

THE
EDINBURGH
INSTITUTE

The Workshops

THE 3 DAYS

This programme is REALLY rapid. We realised the need for you to get quick results, but also that you can't tie yourself and your best people up for too long... so we crammed it all into only 3 days!

Delivered in an informal workshop style, the programme pulls together you and your top people to create a strategy to capture and secure your market - indeed, you can actually *create your own market!*



Hosted at Edinburgh Napier University's iconic Craiglockhart campus.

Outcomes

THE RESULTS



No stuffy Reports here! You and your Team receive guided tuition through the 3 day's stages, resulting in a real advantage - one that is translated into practical, powerful components to use in product/service development, promotions, advertising copy, branding foundation, networking script, and yes, even your 'Elevator Pitch'.

All delivered with a final **Competitive Briefing** for you and your people to elegantly, and powerfully project your offer and organisation in your marketplace.

- **Competitive Advantage:** a clear, concise, and powerful advantage that is readily deployable; together we work up powerful illustrative diagrams showing **where** the advantage is, and what the resulting benefit will be to the member organisation and its customers
- **Compelling Advantage:** your new competitive advantage is then translated to make it sizzle: for promotional copy, branding, elevator pitches, presentations, content creation and creating offers (including your authentic 'Brand Story' - making it easier to sell) - the **'what'** and the **'how'**
- A means to **create your own market**; 'to meet a real and significant need in the market, which is not yet satisfied, to a degree that no-one else is capable of doing or emulating', resulting in a **remarkable Competitive Edge**

COMPETITIVE ADVANTAGE

THE
PROCESS

TODAY'S CHALLENGES

We discuss *your* urgent, real-world critical challenges facing *you* right now (i.e. no one-size-fits-all templates or case studies here!)

REVENUE & PROFIT

Align what the best objectives are for you, and see how your *current* position is negatively affecting financial goals

THE BREAKTHROUGH

Where the new Competitive Advantage is for you to focus your efforts, and realise your ambitions

DAY TWO

Building on the previous day, the advantage is made robust and true added value realised & maximised

BUILDING THE C.A.

Moving from an OUTLINE of an Advantage, to a defined U.S.P.

FINALISING YOUR NEW
COMPETITIVE ADVANTAGE

Identifying the major elements of the new C.A.: **what** it is that needs to be nurtured and *sustained* to win

CRAFTING THE MESSAGE

What you say about your offer, what it does, and why someone should buy from you, building your authenticity as you go

POSITIONING

How your new offer (and your organisation) sits in the market and is now very differentiated from others in a meaningful way

DAY ONE

Quickly realise that by simply changing your **THINKING**, you can markedly and rapidly improve your Competitive Advantage!

MAPPING & CLARITY

Factors that limit your effectiveness to secure revenue and profits are uncovered

LIMITING FACTORS

You identify why you are held in a constraint; constantly trying to improve but cannot - *until now*

THE FOUNDATION
COMPETITIVE ADVANTAGE

Uncover your definitive new headline Competitive Advantage

BOOSTING THE C.A.

Removing any limitations that stand in the way of our new Competitive Advantage

MAXIMISING VALUE

Working out what value the new Competitive Advantage brings to the Client or Customer, your Company and its bottom line

DAY THREE

THE COMPELLING
ADVANTAGE

Your Compelling Advantage - **how** the new authentic story of the firm is created, ready to deploy

THE BUILDING BLOCKS

A full host of benefits and value created from your new offer are evaluated and prioritised

YOUR POWER PITCH

Making the offer COMPELLING; creating your elevator pitch, 3-slide presentation; **your new, remarkable EDGE** is complete!

2019
YOUR NEW
ADVANTAGE
IN ONLY
3 DAYS

Wow. Three days.

Thats all it takes.

A full Competitive (and Compelling) Advantage - short, rapid and powerful.

In only three days.

We would like to invite you to come and work with us for only three days, on your singular, best advantage - and it is guaranteed.

Can you spare only 3 days, right now, to ensure that you survive and thrive in the increasingly competitive marketplace?

We are taking a limited number of organisations through this flagship key programme in 2019 - so be sure to register and book up urgently - or miss out gaining your advantage for 2019!

<http://edinburgh.institute>

- COMPETITIVE
- COMPELLING
- A NEW EDGE

.... specific to YOU



Stand out from the crowd

YOUR EDGE

Becoming a Client with the Edinburgh Institute means crafting and deploying your singular, best competitive advantage and edge.

We don't do 'standard'; we don't do 'one size fits all', we don't 'try the next best thing', nor do we simply follow fads and 'paradigms'.

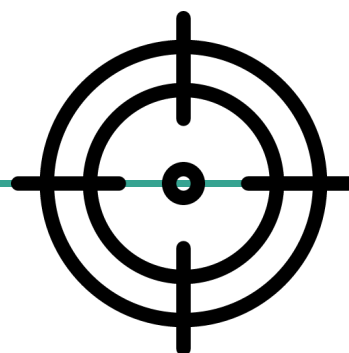
The only 'model' you employ, the strategies and tactics you explore, the USP that you deploy - is **WHOLLY YOURS**.

What is this worth to you? We think this is the best investment you can make in your business. The average SME in the UK spends more on stationary than it does on marketing; but this is the singularly best investment you will make to **improve revenue, profit and sustainability**.

Your new Edge, *guaranteed*.

Your new Advantage Horizon:

TWO YEARS



If you tinker with your Price and Promotion, you may get around **TWO DAYS** of an advantage; if you desperately grab the next fad, or change your product or service feature, you may get up to **TWO MONTHS** of an advantage; but if you change your thinking, and uncover the main advantage yet to be uncovered, something remarkable in your industry that is out of sight from your competition, you can get up to **TWO YEARS**.

(paraphrasing the late, great, Eli Goldratt)

The 10 Big Things You didn't know about Competitive Advantage... 10

Competitive Advantage is something that you know you need, you know you want and you want it now. And you want one that means something - a real advantage that gives you a real edge in your market. Here are a few critical things you need to know:

- 1.** Your Competitive Advantage: is never where or what you think it is
- 2.** Your lack of a distinctive, powerful advantage is not down to lack of resources, or skills etc, nor due to competitive forces in your market. It is purely down to your thinking. Changing your thinking is all you need.
- 3.** Your intuition can guide you to a superior advantage. You have the wherewithal right now to create and cast a new competitive advantage... and it can be done and deployed in a very short time-frame
- 4.** Following current management thinking and practise is dangerous; it makes you do silly things. It makes you cling desperately to the latest new fad, tech, 'paradigm' blah blah... simply mimicking other organisations - and in doing so you inadvertently commodify your offer!
- 5.** It is always best to focus, to crystalise your offer down to a singular, best advantage, not a whole list of features or 'benefits'
- 6.** Traditional marketing thinking wants you to act the Hunter; you should act like the Deer being hunted
- 7.** What you think is value-add, may not be of value; and measuring your exertion - effort to provide something - is no measure of value either - we measure the wrong things in the wrong way
- 8.** But, your value is higher than you think to a small number of people and organisations
- 9.** If you can grasp a singular best advantage, it allows you to create your own market; a market on your terms, and as such, cannot easily be copied by your competitors. It is better to define your own market than just compete in one that you find yourself in
- 10.** If you change your Price or Promotion, you get two months advantage; if you change your product or service feature, maybe two months. If you change something that is right under the nose of all in your market, something that is a real challenge and which has a major effect on your Customers or Clients, you can get up to TWO YEARS.



If you wish to see how to get up to 2 years of a competitive advantage for your organisation, just visit <http://edinburgh.institute>

David Hood is the Founding Director for the Edinburgh Institute, offering small to medium sized organisations an instant, powerful, and lasting advantage.

Your Strategy **READY FOR 2019?**

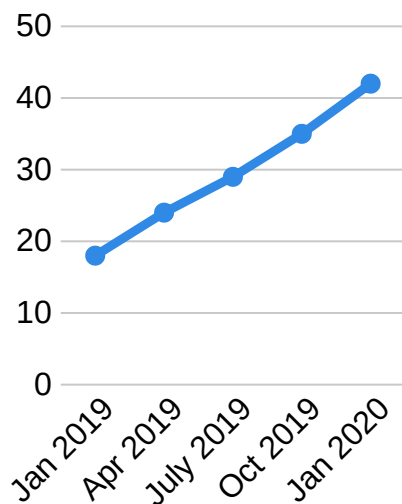
Are you in shape to take on 2019?

Is your 'new year resolution' to improve your business, to ride out the storm of 'Brexit' and other challenges facing you?

If so, then we are here to help.

THE SINGULAR BEST THING YOU CAN DO TO SURVIVE & THRIVE IS TO FIRM UP YOUR SINGULAR, BEST COMPETITIVE ADVANTAGE!

What now? **REGISTER & BOOK TODAY!**



BOOK NOW!

Promo Price - book before Dec 20th!

Package Offer:

3 day programme at the Edinburgh Institute: £2,275*:

- > Provision of advanced workshops (up to 6 team members)
- > 3 workshops, 3 full days on campus
- > Provision of Competitive Advantage Canvas (for use on the day and afterwards to sustain your Advantage)
- > Full post-workshop creation of the **Competitive & Compelling Advantage Briefing** (the whole new Advantage is a single illustrated, bespoke document)
- > Your new **Edge** - laid out for easy deployment
- > An enhanced description and articulation of 'your market' (your market is 're-framed' to suit and secure greater value and profit)
- > Your new **Compelling Elevator pitch**
- > A start to a new 'Brand Story' to tell to, and entice, all
- > An Advantage that can last up to TWO YEARS.

**promotional price; price reverts January 2019; price includes workshops only. Excl VAT; option to add an extra day if required, at an additional £650*

Book at [Edinburgh.Institute](https://www.edinburghinstitute.co.uk)