

COMPETITIVE ADVANTAGE & MARKETING BOOTCAMP



A COMPLETE COURSE

A comprehensive programme, focusing on creating a distinctive competitive and commercial edge for your organisation.

WHO IS THIS FOR?

- CEO, MD, COO, Directors, Board Directors, Owners, NXD/NED
- Senior Executives, Sales & Marketing Managers, Commercial & Business Development Managers and Executives, Accountants & Finance Directors, Product Managers - anyone with Revenue responsibilities!

What's in it for You?

A profound, specific, sustainable and valuable Competitive Advantage, *wholly unique to you*, that can give you up to TWO YEARS of an edge!

Edinburgh Institute

The Edinburgh Institute is a specialist provider of training, consultancy and programmes to help you survive & thrive.

Whatever the size of your organisation, or the sector you are in, you can own your market!

Confidence & Results!

Guaranteed to uncover your new advantage, so you are ready to describe and deliver to staff, partners, agents and your customers; a thrilling adventure for all!

CONTACT US

+44 131 202 6090

MADE IN SCOTLAND

INNOVATION WITH A PURPOSE

It is no use just being different, or providing products and services that do not really stand out, or won't **markedly improve** the lives of the 'consumer', citizen, or business customer. At the Edinburgh Institute, we help you elevate your offer by helping you improve **where it actually matters**. Scotland is a country famed for innovation around the world, and we carry on and build on that tradition and reputation, to **help your organisation, wherever you may be, be all it can be.**



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carie@edinburgh.institute



edinburgh.institute/bootcamp



A HERITAGE OF IMPACT



Scotland & Edinburgh

From the home of the Enlightenment, you can be assured of top-level business thinking, training and skills development.



Edinburgh Institute

The Edinburgh Institute was set up solely to provide you and your organisation with the skills and capabilities to develop an enhanced competitive advantage. **That is all we do.**



Its all about Value

Value **for** you as a participant, value **of** your organisation - and in what it **provides** to those it serves. And getting the best return for it!



Compete? Yes, but...

It is not just polishing what you have, or copying 'the next new thing'; it is about **standing out for the right reasons, based on a truly differentiated offer** - your newly developed competitive advantage or 'U.S.P.' - and confidently knowing you have it all under control, with your singular best proposition!

THE COMPETITIVE ADVANTAGE & MARKETING BOOTCAMP

By participating in our bootcamp, **you will acquire the following skills and discover:**

- That your best Competitive Advantage is never where, or what, you think it is
- Finding your definitive advantage can not only help with making your product or service offer more attractive, it can solve many challenges for your organisation that are keeping you away from succeeding
- Uncover, craft, refine and align a new Competitive Advantage with the needs of your organisation and the market
- You are worth a lot more, to less people, than you think; this process helps you get paid more appropriately for your value

You will work on your own Competitive Advantage, using new skills and a robust method - something you can use again and again to refresh and renew your edge at any time!

1

Day 1: Grappling & Grasping Competitive Advantage

Discover the hurdles and how overcome them, with one simple change...

2

Day 2: The Deductive (and Rapid) Process of Competitive Advantage

Uncover, create and craft your singular best new unique selling point

3

Follow up & Support!

This two-day course is Certificated and we follow up with a call to ensure you're well on your way - success guaranteed!

Looking forward to seeing you at the Bootcamp!



A handwritten signature in black ink, reading "David J Hood".

DAVID J HOOD
FOUNDING DIRECTOR



PLACES ARE LIMITED...

CALL CARIE NOW:



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HOW TO GRASP 2 YEARS OF AN EDGE

**Your instructor is
David Hood:**



- Previous Chair of the Chartered Institute of Market's technology group and modern marketing pioneer
- Author of business books 'The Marketing Manifesto', 'Competitive SME' and 'Direct!'
- Fellow of the RSA (The Royal Society for the Encouragement of Arts, Manufactures and Commerce)
- Created and delivered the first market-led needs identification and competitive advantage process for marketing

Your intuition, your market, your people,
your gut-feel - all hold the key and secret
to your edge...and add a bit of magic...

*"Your Competitive
Advantage is never where,
or what, you think it is.
Or indeed, what it could
or should be!"*





WHERE WE DELIVER (HYBRID)

OPTIONS FOR DELIVERY ON & OFFLINE

01

At our training facility in Scotland

Located in Fife, east central Scotland and an hour from Edinburgh, at our specialist training centre.

02

Where you are

We are looking to step up our international reach. More locations will be added soon!

03

Online

We can deliver all training for the bootcamp online, using collaborative tools in realtime - so you still get all the benefits of a 'live, in-person' experience!



EDINBURGH
INSTITUTE

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THE EDINBURGH ROUNDTABLES
Discover Opportunities to create Real Value & Competitive Advantage
REGISTER

SENSE
The ADVANCED Competitive Advantage Course from the Edinburgh Institute

3 DAY PROGRAMME = 2 YEARS OF AN EDGE!

RAPID COMPETITIVE ADVANTAGE

#Engineering #Digital #Electronics
#Manufacturing #BioTech #Retail #3rdSector
#Publishing #CleanTech #FoodAndDrink
#Tourism...
We are accepting only ONE company from each for the 3-day programme to give you 2 years of an edge!

Book now for AUTUMN intake
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