

# Differentiation Strategy:

Winning Customers  
by Being Different

## COURSE CONTENT

### OPENING

#### MODULE 1 OVERVIEW OF THE COURSE (35 MINUTES)

- 1 Introduction
- 2 Select the target market
- 3 Determine the existing differentiation strategy
- 4 Create the new differentiation strategy
- 5 Create the value proposition
- 6 Diagram the activity system

#### MODULE 2 KEY CONCEPTS (71 MINUTES)

- 7 Introduction to competitive advantage
- 8 Definition of competitive advantage
- 9 Importance of competitive advantage
- 10 Introduction to competitive strategy
- 11 Definition of competitive strategy
- 12 Competitive strategy vs. other kinds of strategy
- 13 Introduction to the types of competitive strategy
- 14 Differentiation strategy
- 15 Cost leadership strategy
- 16 Focus strategy
- 17 Review the five steps of the strategy-making process

#### MODULE 3 STEP 1—SELECT THE TARGET MARKET (64 MINUTES)

- 18 Introduction
- 19 Map the supply chain segments
- 20 Map the market segments and select the target market segment
- 21 Segmentation methods and examples

#### MODULE 4 STEP 2—DETERMINE THE EXISTING STRATEGY (71 MINUTES)

- 22 Introduction
- 23 An explanation of offerings
- 24 Build the “As Is” strategy canvas
- 25 Conduct the validation interviews
- 26 Revise the “As Is” strategy canvas

#### MODULE 5 STEP 3—CREATE THE NEW STRATEGY (281 MINUTES)

- 27 Introduction
- 28 Build the “To Be” strategy canvas
- 29 Using attribute lines & maps to identify new differentiation opportunities
- 30 Using offering attributes to identify new differentiation opportunities
- 31 Using the consumption chain to identify new differentiation opportunities
- 32 Using the jobs-to-be-done method to identify new differentiation opportunities
- 33 Using journey maps and models to identify new differentiation opportunities
- 34 Using creative problem solving to identify new differentiation opportunities
- 35 Creative thinking explained
- 36 Doing creative thinking using expertise
- 37 Doing creative thinking using logic
- 38 Doing creative thinking using analogy

#### MODULE 6 STEP 4—CREATE THE VALUE PROPOSITION (38 MINUTES)

- 39 Introduction
- 40 Identifying your offering’s key benefit
- 41 Creating reasons to believe you will deliver the key benefit
- 42 Creating the micro-script that summarizes your value proposition

#### MODULE 7 STEP 5—DIAGRAM THE ACTIVITY SYSTEM (10 MINUTES)

- 43 Introduction
- 44 Diagram the system of activities that will implement your strategy

#### MODULE 8 OTHER (33 MINUTES)

- 45 How to use the nominal group technique in your workshops
- 46 How to use the strategy canvas software

### NEXT STEPS