

Attack and/or Attack-proof

PROGRAMME FRAMEWORK

Who should attend?

Brand or product managers, senior managers, marketing managers, strategic planners, entrepreneurs. Walk away with a clear understanding of how to strategize to attack or attack proof.

Duration: 1 – 3 days

Date:

Time:

Venue:

Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Marketing and Business Strategy. Ian is a fulltime Marketing Consultant & Facilitator, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands. Ian also regularly facilitates programmes at the Gordon Institute of Business Science (GIBS).



Introduction

Your share price, job security, salaries, benefits, growth opportunities ... are all on the line if you think you are *not* at war within your industry sector. In fact, Michael Porter says the ultimate form of corporate social responsibility (CSR) is keeping your company profitable, and thus paying economy boosting taxes – so don't feel guilty attacking.

Objectives & Outcomes

- Know how to attack the Industry Leader
- If you are the leader, know how you will be attacked
- 4 x Cardinal Rules, when attacking your Leader
- 3 x Rules, when implement an offensive against your Leader
- Attacking Well-guarded (attractive) Markets
- Attacking Low-Cost Rivals
- Putting it all together using “Blue Ocean Strategy” to play in uncontested space (Markitects Strategy ID Model)

*“Expectations met 10/10. Fantastic! **A brilliant summary of all the best marketing teaching available. Excellent slides. Recommend to any marketing consultant.**”* Brett Kinsey, Senior MTN Manager

*“We’ve used the services of Ian Rheeder for the last few years and he helped us greatly. Using his “know-how” **we’ve gained an upper hand over our competitors** and secured new contracts. **His techniques work like a charm. Signed up 14 retainers in just 3-months! Cracked it wide open!**”* MD IT Company, Cell: 083 342 2411

*“Induce your competitors **not to invest** in those products where **you expect to invest** the most... that is the fundamental role of strategy.”*

Bruce Henderson, Founder of Boston Consulting Group

Contact: **Ian Rheeder**