



IMS *New Jersey*

The Institute for Management Studies, 201 West Liberty Street, Suite 100, Reno NV 89501

SUBJECT	BUSINESS STRATEGIES TO BUILD AND SUSTAIN YOUR COMPETITIVE ADVANTAGE		
FACULTY	DR. DAVID LEI		
LOCATION	Renaissance Woodbridge Hotel 515 Route 1 South, Iselin, NJ 08830 (732) 634-3600	DATE	Thursday, October 7, 2010
		REGISTRATION	8:30 AM
		SESSION	9:00 AM - 4:00 PM

TIME TOPICS

35%	Understanding how to compete in a strategic ecosystem <ul style="list-style-type: none"> • The path to corporate growth, maturity and reinvention • The impact of disruptive technologies on competitive advantage • The rise of new forms of competition, industry structures, and value-creating activities • The strategic and organizational imperatives of renewal
30%	Building sources of competitive advantage <ul style="list-style-type: none"> • Understanding the tradeoffs of low-cost leadership, differentiation, and focus strategies • Defining the scope of the business • Corporate growth and diversification: payoffs and pitfalls
35%	Building organizational capabilities to compete <ul style="list-style-type: none"> • Investing in vibrant core competencies • Competing and collaborating in strategic alliances • Using scenarios to think about the future • Fostering innovation within established businesses

SEMINAR DESCRIPTION

All companies in all industries are facing rapid change that will uproot their traditional strategies and sources of competitive advantage. This workshop will help you discover new ways to sustain and renew organizational competitiveness. We will examine how changing industry structure and cutting-edge technologies are transforming the way that firms compete. We will develop an “ecosystem” perspective of strategy, enabling managers to explore and create new sources of advantage.

FOR RESERVATIONS

Kenneth J. Verostick
 Phone/Fax: (973) 744-3067 e-mail: NewJersey@ims-online.com

FACULTY



DR. DAVID LEI is Associate Professor of Strategy and Entrepreneurship at the Edwin L. Cox School of Business at Southern Methodist University in Dallas, Texas. He has taught classes on competitive strategy, strategic alliances, innovation, managing in high-technology industries and organization design to a variety of participants across different MBA programs and executive education seminars. Dr. Lei is the author or co-author of over forty articles on strategy and organizational issues that have been published in major academic and practitioner journals, where his most recent research has examined how firms respond to new technological and competitive developments in high-technology industries. He is also the co-author of *Strategic Management: Building and Sustaining Competitive Advantage* (West Publishing). He has consulted with a wide variety of different companies in the high technology and financial services industries over the past fifteen years, including Caltex, Corning, DSC Communications, Fidelity Investments, IBM, Lennox International, Microsoft, The Sabre Group, Texas Instruments and Verizon Communications. Dr. Lei has received numerous teaching and research awards at SMU. He received his master's and doctorate degrees in business from Columbia University.

GUIDE TO PARTICIPANT SELECTION

SENIOR EXECUTIVE
(Pres, Exec & Sr. VP)

EXECUTIVE
(VP & General Mgr)

SENIOR MANAGER
(Div. & Reg. Mgrs)

MIDDLE MANAGER
& SUPERINTENDENTS

2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	1	1	1	1	1	1	1	1	1	1	1	1	1
1	2	1	1	1	2	1	1	1	1	2	1	1	1
2	3	3	3	3	3	2	2	3	3	3	3	3	3
Admin	Distrib	Engr	Finc	H.R.	Legal	Mkng	IT	Ops	Plng	Pchsg	R&D	Sales	

APPLICABILITY

"1" indicates primary target audience

"2" indicates a good fit if the level of material is appropriate

"3" indicates (in the opinion of the Institute and faculty) limited applicability.

FOCUS

PRIMARY

PLANNING/ORGANIZING:

Problem Identification, Problem Definition, Analysis, Organizing Information, Evaluation of Alternative Solutions

SECONDARY

EXECUTING/CONTROLLING/EVALUATING:

Coordination, Decision-Making, Direction

TERTIARY

LEADERSHIP DEVELOPMENT:

Creativeness, Initiative, Adaptability, Flexibility

LEVEL

Introductory Intermediate Advanced