

# 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**