

Informa Connect

# Academy



## Building Competitive Advantage in Uncertain Markets

Outthink. Outpace. Outperform – A winning competitive strategy



[Click here to visit website](#)

Certification Partner



EARN UP TO 24 CPD POINTS

# Course Information

## Course Overview

In today's volatile business environment, uncertainty is not a passing phase—it is the new normal. Disruption is faster, competition is broader, and customer expectations evolve overnight. Traditional strategies built on incremental gains and cautious moves are no longer enough. Organisations that fail to adapt do not fall behind because they lack ideas—they fall because they fail to stand out.

This course is designed to help leaders break through the noise and build a lasting strategic advantage. It introduces a bold, practical approach to navigating complexity and creating distinction—moving beyond outdated notions of differentiation to become the clear, undeniable choice in your market.

Over four immersive days, you will work on your business challenges using the proven Valuepreneurship method. You will gain the tools, insights, and leadership mindset to not only respond to disruption but to lead through it. From real-time competitive analysis to hands-on execution planning, every element of the course is built for immediate impact.

By the end of the course, you will walk away with a clear roadmap to strategic distinction, a tactical plan to drive change, and the confidence to lead with purpose and precision. Whether you are scaling a business, transforming a team, or redefining your market position, this programme gives you the edge to lead decisively—and win sustainably.

## Why This Course Is for You

If you are ready to lead with clarity in uncertain times, this course equips you with the strategic tools, leadership mindset, and real-world frameworks to outperform your competition and drive lasting impact.

### What You Will Gain:

- **Actionable Strategy Tools** - Use exclusive frameworks like the Competitive Position Radar and Distinction Culture Canvas to identify growth zones, close performance gaps, and build market momentum—immediately applicable to your business.
- **Real-World Application, Not Theory** - Apply what you learn to your own challenges through hands-on labs, simulations, and strategic planning sessions designed to deliver results in high-stakes environments.
- **Proven Thought Leadership** - Learn directly from the Valuepreneurship method developed by Sanjeev Loomba, based on his acclaimed book *The Ninth Gear*—a strategic model used by global leaders to create competitive distance.
- **Big Company Thinking, Tailored to You** - Whether you are in a startup, multinational, or public enterprise, the course helps you adopt the mindset and execution discipline of market leaders—without the bureaucracy.
- **Lead with Confidence and Influence** - Gain practical leadership tools to align teams, influence stakeholders, and drive bold decisions—skills that elevate your impact and accelerate your career.

# Course Information

## Learning Outcomes

On this course, you will learn how to:

- Analyse your competitive strategy to respond faster and more decisively in uncertain, high-stakes markets
- Design positioning strategies that establish your team or business unit as a market leader
- Differentiate between mere differentiation and true distinction—understanding why being "different" is not enough and how to become the undeniable choice in your market
- Discover and evaluate hidden opportunities in your environment—even during volatility or disruption
- Formulate smarter, bolder decisions that close performance gaps and push your business ahead of the competition
- Implement faster and with clarity—creating a focused plan to align resources, teams, and communication around market impact
- Generate stronger performance by leading with purpose, urgency, and a mindset focused on winning
- Persuade key stakeholders more effectively, gaining quicker support and driving momentum across the organisation
- Apply practical tools—utilising frameworks, simulations, and methods tailored to help you win in your context—right now

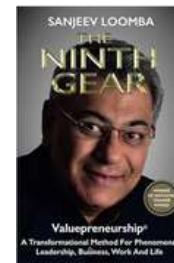
## This Course Is Ideal For

This course is designed for professionals aiming to achieve growth and market leadership.

- Business unit heads and functional leaders driving transformation
- Strategy managers, project owners, and cross-functional leads making critical decisions
- Executives facing tough markets and high-stakes competition
- Leaders from the private sector, public enterprises, or social organisations ready to build dominance in their space

If you are competing for attention growth, or results, this is for you.

## What's Included



**Key Takeaway**  
Signed Copies for In-Person Attendees



# Certification Partner

## CPD UK



Established in 1996, The CPD Certification Service is the independent CPD accreditation centre working across all sectors, disciplines, and further learning applications and supports policies of institutional and professional organisations globally.

CPD is the term used to describe the learning activities professionals engage in to develop and enhance their abilities and keep skills and knowledge up to date.

This course is an accredited Continuing Professional Development (CPD) training which means it meets CPD standards and benchmarks. The learning value has been scrutinised to ensure integrity and quality.

## Certification Requirements

You must meet two criteria to be eligible for an Informa Connect Academy Certificate of Completion:

- **Satisfactory attendance:** You must attend all sessions of the course. If, for any reason, you miss more than two hours of the course sessions, you will not be eligible to sit the course assessment
- **Successful completion of the course assessment:** Assessments will be ongoing and based on in-class participation and activities

If you do not meet these criteria, you will receive an Informa Connect Academy Certificate of Attendance. If you have not attended all of the course, the certificate will clearly state the number of hours you attended.

## About Us

### Informa Connect Academy

Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners.

We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.



# Course Outline

## Dominate Chaos. Redefine Winning

### Making Sense of the Chaos

- Dissect the volatility in your external environment
- Expose the real threats to your business
- Understand how uncertainty attacks your systems, people, and profits

### What is Winning (And why you are not there yet)

- Rewire your view of "success" toward value dominance
- Explore how real growth comes from value impact, not just revenue
- Introduce Valuepreneurship as a strategy weapon

### Active Learning:

- *Market disruption diagnostic*
- *"What's breaking us?" Value barrier mapping*
- *Competitive clarity drill*

## Turn Insights Into Competitive Firepower

### Build a Culture of Market Impact

- Stop selling differentiation – start building distinction
- Hardwire value into team culture and mindset
- Decode the Valuepreneurship method in action

### Know Your World (Better Than Your Competitors Do)

- Pinpoint new trends, gaps, and vulnerabilities in your market
- Size up the real opportunity zones
- Use advanced tools to assess exposure, timing, and risk

### Active Learning:

- *Distinction culture canvas*
- *Market mapping lab*
- *Competitor exposure map*

## Build Competitive Distance and Execute Relentlessly

### Strategic Distinction and Competitive Distance

- Analyse your market with surgical precision
- Map strategic gaps and value mismatches
- Build a plan to create distance, not just an edge

### Make It Happen

- Translate strategy into a hard-hitting action plan
- Rework your offerings to match value with opportunity
- Design go-to market plans that punch above your weight
- Lock in the right resources, messaging, and financial backing

### Active Learning:

- *Competitive position radar*
- *Strategic prioritisation workshop*
- *Action execution room*

## Lead to Win. Command the Advantage

### Leadership, Influence and Strategy Execution

- Break down the mental barriers to competitive leadership
- Unlock creative, bold decision-making under pressure
- Get senior management and teams aligned – fast
- Drive high-performance collaboration and execution
- Shift from internal worry - "me-sphere" - to full market focus - "you sphere"
- Lead as the engine of market-winning momentum

### Active Learning:

- *Ninth Gear competitive simulation*
- *High-stakes leadership challenge*
- *Influence and alignment strategy map*
- *Collaborative battle planning*



## Sanjeev Loomba

Sanjeev is not just a leadership expert; he is a visionary strategist transforming the future of business leadership. With decades of experience across global markets, Sanjeev brings pioneering insights that empower executives to redefine success in an era of disruption. As the Founder and Principal of The Real Potential, he has inspired thousands of professionals, from blue-chip companies to SMEs, to unlock their full potential and achieve exceptional business performance. His dynamic blend of visionary thinking and practical tools makes him a transformative force in leadership development and executive coaching.

Sanjeev's career spans leadership roles across finance, marketing, strategy, and general management in multinational corporations. He has served as Director and CEO in industrial, IT, and service-based companies operating from key global locations. Notably, as CEO of EC Soft, a Europe-wide IT solutions company headquartered in Paris, Sanjeev scaled the organisation to 4,000 employees, achieving significant growth and impact. His deep understanding of emotional intelligence (EQ), paired with his business acumen, allows him to drive transformational change in mindset, performance, and organisational success.

He holds an MBA from Cranfield School of Management and is also a qualified accountant and finance graduate. His accolades include winning the UK National Training Award in 2009 for delivering exceptional return on investment through training. He is the author of *The Ninth Gear*, a groundbreaking guide to unlocking exponential growth, and the creator of Valupreneurship®, a paradigm-shifting leadership framework focused on stakeholder value creation. As a globally recognised thought leader, Sanjeev is a sought-after mentor who inspires leaders to challenge norms and achieve the extraordinary.

With a career dedicated to unlocking "the real potential" in people and organisations, Sanjeev has designed and delivered hundreds of high-impact training sessions globally. His style combines personal profiling, simulations, and engaging conversation to enable real mindset shifts and sustained behavioural change. His extensive leadership experience and academic grounding ensure that his programmes are equally impactful.



# Building Competitive Advantage in Uncertain Markets

BOOK  
NOW!

 **Click Here for Schedules and Pricing**

  +971 55 176 0524  
 MEenquiries@informa.com

**Run This Course In-Company**

 +971 4 407 2624  
 cts@informa.com

## ABOUT INFORMA CONNECT ACADEMY

**Informa Connect**  
**Academy**

Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners. We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.

## ABOUT TIMINGS, PRICING AND DOCUMENTATION

Course fees include documentation, luncheon and refreshments for in-person learners. Delegates who attend all sessions and successfully complete the assessment, will receive a Informa Certificate and any applicable partner certificates. A hard copy will be provided to in-person learners and a soft-copy will be provided to virtual learners.

## AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

## REGISTRATION, PAYMENTS AND CANCELLATION

All registrations are subject to our terms and conditions which are available at <https://informaconnect.com/delegate-terms-and-conditions>. Please read them as they include important information. By submitting your registration, you agree to be bound by the terms and conditions in full. All registrations are subject to acceptance by Informa Connect which will be confirmed to you in writing.

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the course. Only those delegates whose fees have been paid in full will be admitted to the course.

For full cancellation details, please visit <https://informaconnect.com/delegate-terms-and-conditions>. All cancellations must be sent by email to [register-mea@informa.com](mailto:register-mea@informa.com) marked for the attention of Customer Services Cancellation. Due to unforeseen circumstances, Informa Connect reserves the right to cancel the course, change the programme, alter the venue, speaker or topics. For full details, please visit [www.informaconnect.com/academy](http://www.informaconnect.com/academy).



View our upcoming  
**Strategy & Innovation Courses**

**Informa Connect**  
**Academy**

If you have any questions about the course  
or applying, please contact us on:



**[www.informacconnect.com/academy](http://www.informacconnect.com/academy)**



**[register-mea@informa.com](mailto:register-mea@informa.com)**



**+971 4 407 2438**