Porter’s Diamond Model Course: Gain a Competitive Edge Globally

21 – 25 December 2026
Lyon (France)



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Introduction

In today's rapidly evolving business world, executives and team leaders must develop the ability to understand global markets and build sustainable competitive advantages. The Porter’s Diamond Model Course: Gain a Competitive Edge Globally is specifically designed for executives, team leaders, and specialists across various departments in the MENA region. This program equips participants with practical analytical tools to identify national and corporate competitive advantages, prepare for international expansion, and drive outstanding organizational performance. The course offers an applied framework that can be immediately used to analyze industries, study markets, and improve competitive strategies.

Course Objectives

- Understand the core concepts of Michael Porter’s Diamond Model.
- Apply the model to assess various industries and sectors locally and globally.
- Learn how to leverage national competitiveness factors as growth opportunities.
- Analyze real-world cases to understand the model’s application in different contexts.
- Develop actionable strategies to enhance organizational and national competitiveness.
- Strengthen analytical and strategic thinking skills for market evaluations.

Course Modules

Day One: Introduction & Model Exploration

- Comprehensive overview of global competitiveness concepts.
- Historical background and development of Porter’s Diamond Model.
- Detailed explanation of the four main components of the model.
- Review of global case studies showcasing model effectiveness.
- Analyze the interaction between local and international factors in performance improvement.
- Discuss the strategic roles of governments and educational institutions.

Day Two: Key Determinants of Competitive Advantage

- Study of factor conditions and their influence on competitiveness.
- Analysis of local demand conditions driving innovation.
- Discussion on related and supporting industries’ roles.
- Evaluation of firm strategy, structure, and local rivalry.
- Exploration of cluster effects on growth and innovation.
- Examine political and regulatory environments impacting competitiveness.



Day Three: Practical Applications & Case Analysis

- Analyze selected case studies from the MENA region.
- Discuss the impact of infrastructure on competitiveness.
- Conduct practical workshops applying the model to specific industries.
- Evaluate local and international market dynamics.
- Explore strategies for building competitive capabilities in SMEs.
- Develop initial action plans based on analysis outcomes.

Day Four: Developing Competitive Strategies

- Design integrated strategies based on model outputs.
- Identify potential innovation areas within organizations.
- Review successful models from global and regional companies.
- Discuss integration with other analytical tools such as SWOT and PESTEL.
- Build execution plans and define improvement priorities.
- Address expected challenges and solutions.

Day Five: Evaluation & Conclusion

- Present and discuss final action plans with expert feedback.
- Receive detailed feedback and improvement guidance.
- Assess individual and group progress in understanding and applying concepts.
- Review core concepts and tools learned throughout the course.
- Provide a framework for implementation within organizations.
- Issue completion certificates and outline post-course support options.

Why Should You Attend? Pros and Cons

- Gain deep, comprehensive understanding of Porter's Diamond Model.
- Apply practical tools directly in work environments.
- Strengthen strategic analysis and decision-making skills.
- Build measurable and real competitive capabilities.
- Network with international experts and professionals from diverse sectors.
- Receive a recognized professional certification to enhance credibility.
- Support innovation and growth within your organization.
- Expand your regional and global professional network.



Conclusion

The Porter’s Diamond Model Course: Gain a Competitive Edge Globally is a strategic choice for leaders aiming to deeply understand competitiveness factors and translate them into sustainable advantages. With rich modules and practical applications, organizations can develop well-studied strategies that ensure growth and global expansion. The course goes beyond theoretical knowledge, focusing on empowering participants with actionable skills to support informed strategic decision-making. It also provides a unique opportunity to engage with industry experts and discuss real challenges, enhancing the true value of the program. Ultimately, investing in this course is an investment in building long-ter

