

## **Executive Education: Corporations**

### **Bio-Science:**

Competitive Analysis – The firm was concerned its competitive future might be radically different than its prevailing competitive context. Liam Fahey developed an education experience, using scenarios, to craft alternative competitive futures and derive contingent strategies.

### **Chemical Products:**

End-to-End Marketing Strategy – The firm decided to correct some obvious deficiencies in marketing. Liam Fahey co-developed a multi-year four-day program focused on end-to-end strategic marketing – from analyzing competitive market trends to the details of strategy execution.

### **Industrial Technology:**

Increasing Value to Customers – The firm's market diagnostics indicated that customers unexpectedly rated its products and services poor compared to rivals. Liam Fahey co-developed a two-day workshop that enabled intact teams to develop and take to market new customer value propositions for several of the firm's major products.

### **Professional Services:**

Attaining Deeper Insight – The firm established a stretch goal for its analysis teams: to extract greater value from its client analysis projects. Liam Fahey developed a two-day program that walked the analysis teams through all the phases of crafting and leveraging insight and enabled the teams through a series of breakout sessions to apply the learning to specific analysis projects.