

Workshops

Business System Blueprint: Establishing through a systemic approach a superior strategic differentiation to achieve a decisive and lasting competitive advantage.

Laurent Kurylo (Eliande Consulting)

The basis of competitiveness can be activity-driven, resource-based, and value-oriented. However, performing efficiently activities, leveraging unique resources, and delivering a superior value proposition, although important, are rarely sufficient to establish an unchallengeable and sustainable competitive advantage. Competitors will always strive to copy others' best practices, key assets, and unique benefits. Sooner or later they will achieve the same, so that these confer at best a temporary edge but not a durable one. A Business System Blueprint enables to compete on the whole, not just the parts. It defines the underlying logic of a business model by representing how its different elements fit together and are balanced. With a Systems Thinking approach, it maps the contributions, synergies and trade-offs between the customer segments, value propositions, capabilities and enablers. This unique and well-thought assembly creates both a strong differentiation and a high barrier to imitation, which provides a definitive and durable competitive advantage over competitors.

Laurent Kurylo is a seasoned strategic management consultant and executive MBA teacher with a "Big 5" background, who applies Systems Thinking in its consulting engagements and delivers training on systemic approaches. He has assisted many companies in the US and in Europe in a wide range of technology-oriented and innovation-driven industries in the areas of strategy definition, business model innovation, and business transformation, and innovation management. Laurent holds a postgraduate degree in Artificial Intelligence from the École Nationale Supérieure de Télécommunications de Bretagne and a M.S. in Computer Science from the Institut Supérieur d'Électronique du Nord. He also holds a Staff Officer Diploma from the École Militaire de Paris..