Training Course on Leading in Emerging Markets: Strategy and Execution

Professional Development Training Course Outline

Category	CEOs and Directors	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Training Course on Leading in Emerging Markets: Strategy and Execution provides **senior leaders** and **aspiring executives** with the critical **frameworks, insights, and practical tools** required to **formulate and execute winning strategies** in the dynamic and often unpredictable **emerging markets**. Participants will gain a deep understanding of the **unique economic, political, social, and cultural landscapes** that define these rapidly growing regions, enabling them to **identify lucrative opportunities, mitigate inherent risks, and drive sustainable growth** through **adaptive leadership** and **innovative business models**.

The program emphasizes a **holistic approach**, blending **cutting-edge strategic thinking** with **real-world case studies** and **actionable implementation strategies**. Through interactive sessions, **experiential learning**, and expert-led discussions, attendees will develop the **resilience, agility, and cross-cultural intelligence** necessary to **build high-performing teams, foster stakeholder collaboration, and navigate institutional voids** effectively. This course is designed to empower leaders to transform challenges into competitive advantages, ensuring their organizations thrive in the complexities of the global emerging market landscape.

Programme Curriculum

Training Course on Leading in Emerging Markets: Strategy and Execution

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Course Objectives

1. Develop agile and resilient strategies tailored for **Volatile, Uncertain, Complex, and Ambiguous (VUCA)** emerging market environments.
2. Understand and overcome challenges posed by underdeveloped legal, financial, and regulatory frameworks.
3. Leverage **AI, Big Data, and FinTech** for competitive advantage and market penetration.
4. Implement **ESG (Environmental, Social, Governance)** principles and sustainable business practices.
5. Develop high **cultural intelligence** for effective team management and stakeholder engagement across diverse contexts.
6. Design and execute successful entry and expansion strategies, including **localization** and **frugal innovation**.
7. Identify and mitigate political, economic, and social risks inherent in emerging markets.
8. Develop robust and adaptable supply chain strategies to overcome infrastructural challenges.
9. Learn to build and leverage local innovation networks and partnerships.
10. Effectively drive organizational change and digital adoption in evolving market conditions.
11. Attract, develop, and retain local talent, addressing **skill gaps** and **diversity & inclusion**.
12. Build strong relationships with governments, local communities, and international partners.
13. Develop relevant KPIs and measurement frameworks for success in emerging market contexts.

Organizational Benefits

- Equip leaders with the knowledge to swiftly and effectively enter and expand in high-growth emerging markets.
- Foster a strategic mindset that identifies unique opportunities and mitigates risks, leading to sustainable competitive edge.
- Develop proactive strategies to navigate political, economic, and social uncertainties, protecting organizational assets and reputation.
- Enable data-driven decision-making for efficient investment and deployment of resources in dynamic environments.
- Build trust and foster collaborative relationships with key stakeholders, including governments, local businesses, and communities.
- Cultivate an organizational culture that embraces innovation, adaptability, and rapid response to market shifts.
- Develop leaders capable of inspiring and retaining local talent, fostering a diverse and high-performing workforce.
- Embed ESG principles into core strategies, enhancing brand reputation and long-term viability.

- Prepare the organization to withstand and thrive amidst unforeseen challenges and disruptions.
- Facilitate strategic expansion and diversification, unlocking new revenue streams and growth opportunities.

Target Audience

1. Senior Executives and C-Suite Leaders
2. Regional Heads and General Managers.
3. Business Development Managers
4. Strategy and Planning Professionals
5. Investment Professionals and Fund Managers
6. Government Officials and Policymakers.
7. NGO and Development Professionals
8. Entrepreneurs and Founders

Course Outline

Module 1: Understanding the Emerging Market Landscape

- Defining Emerging Markets: Characteristics, opportunities, and challenges.
- Macroeconomic Trends: Growth drivers, demographics, and consumer behavior.
- Political and Regulatory Environments: Stability, governance, and policy shifts.
- Socio-Cultural Dynamics: Values, traditions, and their impact on business.
- Technological Leapfrogging: The role of digital adoption and infrastructure development.
- *Case Study: The rise of mobile payments in Kenya (M-Pesa) and its impact on financial inclusion.*

Module 2: Strategic Vision for Emerging Markets

- Crafting a Vision and Mission for Local Contexts: Balancing global and local aspirations.
- Identifying Core Competencies for Emerging Market Success
- Competitive Analysis in Fragmented Markets: Understanding local players and new entrants.
- Blue Ocean Strategy in Resource-Constrained Environments: Creating new market space.
- Scenario Planning for Uncertainty: Preparing for high-impact, low-probability events.
- *Case Study: Samsung's "local for local" strategy in India, adapting products and marketing.*

Module 3: Market Entry Strategies & Business Models

- Modes of Entry: Exporting, licensing, joint ventures, acquisitions, greenfield investments.
- Frugal Innovation and Reverse Innovation: Designing for affordability and local needs.
- Developing Hybrid Business Models: Blending formal and informal sector approaches.
- Partnership Development: Navigating local alliances and building trust.
- Managing Supply Chain & Distribution Channels: Overcoming logistical hurdles.
- *Case Study: Unilever's distribution network in rural India and its adaptations.*

Module 4: Navigating Institutional Voids

- Understanding Informal Institutions: Networks, traditions, and their influence.
- Building Relationships with Government and Regulatory Bodies
- Addressing Corruption and Ethical Dilemmas: Best practices for integrity.
- Developing Trust in Low-Trust Environments: Transparency and accountability.
- Formalizing Operations in Informal Economies: Balancing growth with compliance.
- *Case Study: Coca-Cola's strategies for navigating regulatory complexity and local nuances in Vietnam.*

Module 5: Cross-Cultural Leadership & Talent Management

- Developing Cultural Intelligence (CQ): Understanding and adapting to diverse work styles.
- Leading Diverse Teams: Fostering inclusivity and maximizing team potential.
- Talent Acquisition and Retention: Addressing skill shortages and brain drain.
- Performance Management in Cross-Cultural Settings: Setting expectations and providing feedback.
- Succession Planning and Local Leadership Development: Building a sustainable pipeline.
- *Case Study: GE's localization efforts in Brazil and China, focusing on developing local leaders.*

Module 6: Digital Transformation & Technology Adoption

- Leveraging Mobile-First Strategies: Reaching unbanked and underserved populations.
- Big Data and Analytics for Market Insights
- Implementing Cloud Solutions and AI
- Cybersecurity and Data Privacy in Emerging Markets: Protecting assets and customer data.
- Building Digital Ecosystems and Partnerships: Collaborating with local tech players.
- *Case Study: Tencent's WeChat ecosystem in China and its comprehensive digital services.*

Module 7: Sustainable Business & ESG Integration

- The Business Case for Sustainability in Emerging Markets: Long-term value creation.
- Integrating Environmental, Social, and Governance (ESG) Factors.
- Community Engagement and Social Impact Initiatives
- Ethical Sourcing and Supply Chain Responsibility
- Measuring and Reporting on Sustainability Performance: Transparency and accountability.
- *Case Study: Danone's inclusive business model with smallholder farmers in Bangladesh.*

Module 8: Financial Strategy & Capital Allocation

- Accessing Capital in Emerging Markets: Local debt, equity, and international financing.
- Managing Currency Fluctuations and Inflation: Hedging strategies and risk mitigation.
- Pricing Strategies for Value and Volume: Balancing affordability and profitability.
- Cash Flow Management in Volatile Environments: Optimizing working capital.
- Understanding Local Financial Regulations and Tax Structures: Compliance and optimization.
- *Case Study: Foreign banks adapting credit scoring models for small and medium enterprises (SMEs) in Southeast Asia.*

Module 9: Innovation & Entrepreneurship in Emerging Markets

- Identifying Innovation Hotspots: Cities and sectors driving new ideas.
- Corporate Venturing and Startup Collaboration: Tapping into local innovation.
- Designing for Affordability and Accessibility: Meeting unmet needs with limited resources.
- Building an Innovation Culture: Fostering creativity and risk-taking.
- Protecting Intellectual Property: Navigating diverse legal frameworks.
- *Case Study: Zomato's hyperlocal delivery model in India and its adaptation to diverse urban landscapes.*

Module 10: Geopolitical Risk & Crisis Management

- Assessing Political Instability and Social Unrest: Early warning systems.
- Economic Volatility and Macroeconomic Shocks: Preparing for currency crises and recessions.

- Developing Contingency Plans and Crisis Response Frameworks: Business continuity.
- Reputation Management in High-Stakes Environments: Protecting brand image.
- Engaging with International Organizations and NGOs: Leveraging external support.
- *Case Study: Companies navigating political transitions and their impact on operations in Egypt or South Africa.*

Module 11: Supply Chain Optimization & Logistics

- Designing Resilient Supply Chains: Diversification and redundancy.
- Overcoming Infrastructure Deficiencies: Investing in local solutions.
- Last-Mile Delivery Challenges: Innovating for rural and informal markets.
- Leveraging Technology for Supply Chain Visibility: Tracking and tracing.
- Building Local Supplier Networks: Quality control and capacity building.
- *Case Study: Jumia's e-commerce logistics network across Africa and its unique challenges.*

Module 12: Marketing & Branding for Emerging Markets

- Consumer Segmentation and Targeting: Understanding diverse consumer needs and aspirations.
- Building Brand Resonance: Connecting with local values and aspirations.
- Digital Marketing and Social Media Strategies: Reaching connected consumers.
- Pricing and Promotion Strategies: Adapting to purchasing power and cultural norms.
- Distribution and Retail Channels: Traditional markets, modern retail, and e-commerce.
- *Case Study: Netflix's localization of content and pricing strategies for different emerging markets.*

Module 13: Mergers, Acquisitions & Joint Ventures

- Strategic Rationale for M&A/JVs in Emerging Markets: Growth, market access, talent.
- Due Diligence in Complex Environments: Financial, legal, and cultural considerations.
- Integration Strategies: Merging cultures, systems, and processes.
- Managing Post-Merger Challenges: Conflict resolution and synergy realization.
- Exiting Strategies: Divestment and market withdrawal.
- *Case Study: Foreign multinationals acquiring local champions for market access, e.g., Walmart in India or South Africa.*

Module 14: Leading Strategic Change & Transformation

- The Imperative of Change in Emerging Markets: Adapting to rapid shifts.
- Change Leadership Models: Kotter's 8-Step Process, Lewin's Change Management Model.
- Communicating Change Effectively: Building buy-in and addressing resistance.
- Empowering Teams and Building Capabilities for Change: Training and development.
- Sustaining Change and Embedding New Practices: Reinforcement and continuous improvement.
- *Case Study: A large manufacturing company's successful implementation of lean manufacturing practices in a developing country plant.*

Module 15: Future Outlook & Personal Leadership Development

- Megatrends Shaping Emerging Markets: Urbanization, climate change, geopolitical shifts.
- Developing a Personal Leadership Action Plan: Self-assessment and goal setting.
- Networking and Peer Learning: Building a supportive community of practice.
- Continuous Learning and Adaptability: Staying ahead in a dynamic environment.
- Ethical Leadership and Social Responsibility: Leading with purpose and integrity.

- *Case Study: Individual leaders who successfully pivoted their careers or businesses in response to major emerging market shifts.*

Training Methodology

This training course will utilize a highly interactive and engaging methodology to facilitate deep learning and practical application. Approaches include:

- **Interactive Lectures & Discussions:** Expert-led sessions with ample opportunity for Q&A and peer-to-peer sharing.
- **Case Study Analysis:** In-depth examination of real-world emerging market business challenges, fostering critical thinking and problem-solving.
- **Group Exercises & Simulations:** Collaborative activities to apply learned concepts and develop practical skills in a simulated environment.
- **Role-Playing:** Practicing difficult conversations and negotiation strategies in cross-cultural contexts.
- **Experiential Learning:** Opportunities to connect theoretical knowledge with practical scenarios, potentially including guest speakers from emerging market industries.
- **Action Planning Workshops:** Dedicated sessions for participants to develop personalized strategies and implementation plans for their own organizations.
- **Peer Coaching & Feedback:** Structured opportunities for participants to learn from each other's experiences and provide constructive feedback.
- **Blended Learning (Optional):** Pre-course readings, online resources, and post-course follow-up to reinforce learning.

Register as a group from 3 participants for a Discount

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Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
21 Sep 2026	02 Oct 2026	Online	$2,000
21 Sep 2026	02 Oct 2026	Physical	$3,000
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0

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