Webinar

Strategic Positioning: A quantitative approach

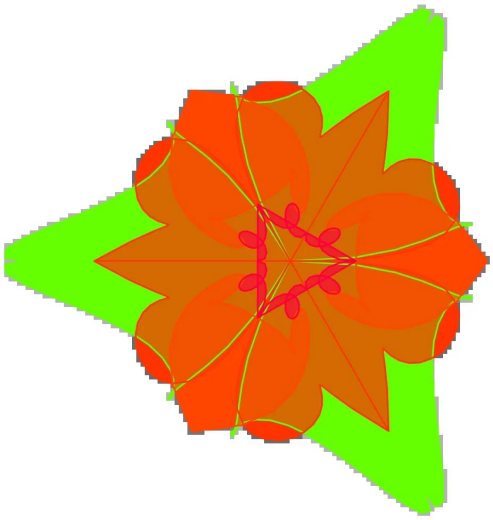
- Mithun A. Sridharan
- 03 Jul 2026
- 2 minute(s)

Virtual event

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Webinar: Strategic Positioning: A quantitative approach

Start

Thursday, August 13, 2026 - 17:00

End

Thursday, August 13, 2026 - 18:00

Type

Virtual

Registration Required

Yes

Price

0 €

Location

Register on Microsoft Teams

Why Should You Participate?

Learn how to turn abstract positioning ideas into concrete strategic moves using a fictitious shoe brand and step-by-step numeric analysis. See how different positioning choices impact margins, market share, and profitability—and how to avoid getting trapped in an unfocused middle ground.

Competitive discussions often stay stuck at the level of vague labels - "premium", "low-cost", "niche"—without ever being translated into hard numbers and real trade-offs. This webinar makes positioning tangible by walking through a complete quantitative case based on a fictitious shoe company.

We start by framing three distinct paths a shoe brand can take: becoming the most affordable option, building a distinctive high-value offering, or concentrating on a carefully chosen segment. You'll see how each path changes the economics of the business, from unit costs and price points to contribution margins, volume assumptions, and marketing spend.

Together, we build simple yet powerful financial scenarios: What happens to profit if you compete primarily on price? How do design features, brand investments, and service levels show up in your P&L? Where does a tightly focused niche approach outperform broader plays, and when does mixing directions risk leaving you with rising costs and unclear benefits?

Throughout the session, we connect the numbers back to strategic narrative: how to articulate your chosen position, how to align operations and go-to-market around it, and how to stress-test your direction against competitor moves. You'll leave with a reusable framework you can apply to your own business, clients, or product ideas—especially if you prefer thinking in spreadsheets rather than purely in abstractions.

Who should attend?

- Strategy, product, and business leaders who want to sharpen positioning decisions with numbers, not just buzzwords
- Consultants, coaches, and educators who need clearer, quantitative examples for client or classroom discussions
- Founders and intrapreneurs designing new offerings and go-to-market plays in competitive markets
- Analysts and finance professionals who support strategic planning and want to translate scenarios into clear choices

Key take-aways

- A practical, jargon-light overview of common positioning paths and when each direction makes strategic sense
- A step-by-step numeric case for a fictitious shoe company, from cost structure to pricing, volume, and profitability
- A reusable, spreadsheet-friendly template to compare competing positioning options for any business
- Techniques to link strategic narratives ("who we are in the market") with quantitative evidence and trade-off decisions
- Warning signs that your business may be drifting into an unfocused middle ground and how to realign
- Ideas for facilitating similar case-based positioning conversations with your own

teams, clients, or students

Tags

- Strategic Alignment
- Strategic Growth
- Analysis

Speaker

Mithun A. Sridharan Thought Leader

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.

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