### DISRUPTIVE INNOVATION: STRATEGIES FOR A SUCCESSFUL ENTERPRISE

**What You Will Learn**
Examine disruption and strategic decision-making through Clay Christensen’s transformative theory. Learn how disruption really works, so you can spot potential threats and opportunities sooner, make the right strategic moves faster, and position your organization for long-term success through effective innovation.

**Who Should Attend**
Senior executives, general managers, or business owners who are responsible for setting strategic direction for their organizations.

**Key Benefits**
- Sharpen your strategic mindset, skillset, and toolkit, making better decisions through strategic analysis and predictive frameworks
- Analyze how the structure of an industry may change over time
- Determine when to invest in core versus disruptive business models
- Strengthen differentiation and improve margins
- Avert problems that can lead companies into decline

### LEADING AND BUILDING A CULTURE OF INNOVATION

**What You Will Learn**
In this lab-style program, explore the social processes that enable and inspire continual company-wide innovation. Build a key leadership capability by learning how to lead creative, productive teams and how to empower others to collaborate and innovate each day.

**Who Should Attend**
Senior executives, general managers, or business owners who are responsible for setting strategic direction for their organizations.

**Key Benefits**
- Create a supportive environment that enables people to take risks, experiment, and learn from their failures
- Model and encourage behaviors that drive creative thinking and collaboration
- Unleash the collective genius of your colleagues
- Create a culture that promotes both incremental and breakthrough change
- Work with peers and upper management to facilitate cultural change and realize the potential of pioneering ideas

### LEADING PRODUCT INNOVATION

**What You Will Learn**
Explore the prototyping and experimentation practices of the world’s top product developers and discover the advantages of innovation-focused strategies. Dive into the latest innovation tools, business models, and positioning strategies as you learn how to sustain competitive advantage and growth through innovation.

**Who Should Attend**
VPs, directors, and other senior managers with project responsibility for developing new products and services—typically from research and product development, engineering, product management, marketing, operations, finance, or strategy