DISRUPTIVE INNOVATION: STRATEGIES FOR A SUCCESSFUL ENTERPRISE

Examine disruption and strategic decision-making through the lens of HBS professor Clay Christensen’s transformative theory. In this program, Christensen’s teaching team will explore how disruption really works as you prepare to harness innovation, lead breakthrough change, and sustain enterprise success.

This program will help you:

• Create and sustain a strong position in an evolving industry
• Spot potential threats and opportunities sooner and make the right strategic moves faster
• Achieve stronger differentiation and better margins
• Assess your company’s capabilities accurately and rethink your product, market, and strategy
• Sustain core businesses while enabling innovation
• Apply theories of causality to understand why things happen the way they do
• Accurately predict the impact of strategic actions, assessing risks and opportunities
• Better articulate your strategic questions and goals
• Lead essential change in your organization
• Expand your personal and professional network

WHAT YOU WILL LEARN

Through faculty presentations, case studies, and small-group discussions, you will examine the strategies of both disruptors and the disrupted, gaining new insights you can apply to your own strategic decisions. You’ll be positioned to answer the following questions:

• How can you tell when a potential disruptor will be successful?
• What is the signal that an industry is about to commoditize?
• How do you set strategy when what you know is vastly outweighed by what you don’t know?
• Whose investment capital will help you succeed—or poison your chances?
• Who is your ideal target customer, and how can selecting the wrong customers kill your brand?
• What is the hidden danger of core competence theory?
• How should you decide which activities to keep in-house and which to outsource?
• Should you make acquisitions to build capability? If so, should you integrate them or keep them separate?

WHO SHOULD ATTEND

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

28 OCT–02 NOV 2019
$15,500
HBS Campus

“I was pleasantly surprised to see that the application of time-tested theories was so relevant to our everyday decisions—whether we were incumbents or new entrants and regardless of our industry.”

Jahanzeb Khan
Executive Director, JP Morgan Chase, U.S.

This program is part of the Certificate of Management Excellence (CME). To earn this certificate, complete three select topic-focused programs in 36 months.
LIVING. LEARNING. THE HBS EXPERIENCE.

Though it comes from within, transformation often requires a catalyst. And for many business leaders, HBS Executive Education has been that catalyst. Here, you’re fully immersed in a transformational living-learning experience, networking with executives from around the world, and engaging in programs led by experienced HBS faculty. It’s a holistic experience that will enrich your career—and your life.

Value—Many of our alumni and participants call HBS Executive Education a “life-changing experience.” That’s because in addition to building your expertise, you’ll examine where you’ve been—and where you want to take your career and your organization.

Learning experience—From case study discussions and small-group projects to simulations and dynamic lectures, you’ll have ample opportunities to deepen your knowledge, broaden your skill set, and collaborate with your peers.

Living on campus—During lively discussions with your living group, lunchtime conversations at the Chao Center, and evening excursions to Harvard Square, you’ll make new connections and form lasting relationships with your colleagues.

ADMISSIONS

We admit candidates to specific sessions on a rolling, space-available basis, and encourage you to apply as early as possible. Although most programs have no formal educational requirements, admission is a selective process based on your professional achievement and organizational responsibilities.

FOR MORE INFORMATION

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Telephone: 1.800.427.5577
(outside the U.S., call +1.617.495.6555)

www.exed.hbs.edu
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<th>MONDAY</th>
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<td><strong>Today’s Theme: Introduction to Theory</strong></td>
<td><strong>Today’s Theme: Low-End and New Market Disruption and Corporate Capabilities</strong></td>
<td><strong>Today’s Theme: Culture, Deliberate vs. Emergent Strategy, and Jobs-to-Be-Done</strong></td>
<td><strong>Today’s Theme: Jobs-to-Be-Done, Purpose Branding, and Interdependance vs. Modularity</strong></td>
<td><strong>Today’s Theme: Business Models, Good Money-Bad Money, and Bounded Rationality</strong></td>
<td><strong>Today’s Theme: Role of the CEO</strong></td>
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YOUR LEARNING ENVIRONMENT

COLLABORATIVE LIVING GROUPS

At HBS, you will be placed with a carefully selected living group of peers whose members span industries, countries, and functions. This diversity of perspectives enriches your learning experience and expands your global network.

PREMIUM ACCOMMODATIONS AND AMENITIES

Modern, well-appointed living arrangements feature private bedrooms and bathrooms, spacious common areas, state-of-the-art technology, dining facilities, and a range of hotel-style amenities including housekeeping and dry cleaning.

PRIVATE FITNESS AND WELLNESS OFFERINGS

State-of-the-art fitness center features extensive fitness equipment; a walking/jogging track; basketball/ racquetball/squash/tennis courts; swimming pool; locker rooms with whirlpool/steam/sauna; fitness classes; personal trainers; nutritionists and more.

HISTORIC AND CULTURAL HUB

HBS is located in the historic Boston-Cambridge area. Harvard Square is within walking distance, and you'll find a rich array of arts, music, sports, dining, shopping, and other recreational activities easily accessible from campus.

FOR MORE INFORMATION, please contact a Program Advisor at: executive_education@hbs.edu | 1.800.427.5577