DISRUPTIVE INNOVATION: Strategies for a Successful Enterprise

Program Objectives
More than 30 years ago, Clayton Christensen introduced a revolutionary concept that forever changed the business world: disruptive innovation. Today, this acclaimed scholar is regarded as the world's foremost authority on the subject, and he brings that expertise directly to the HBS classroom in Disruptive Innovation. In this program, leaders have a rare opportunity to interact with Christensen as he explains the genesis of his transformative theory and its implications for the current business environment. As a participant in the program, you will learn how to drive and harness innovation for organizational growth, competitive advantage, and sustained success.

Because this program is designed to be a catalyst for organization-wide change, we're also offering a related HBX online course—Disruptive Strategy with Clayton Christensen—that your colleagues can attend to augment their own knowledge.

Curriculum
By examining the best practices and strategies of companies that have successfully disrupted existing business models, you’ll enhance your understanding of the levers that can secure competitive advantage and drive sustainable growth. Through a series of global case studies, you’ll apply well-researched theories about strategy, innovation, and management to real-world business situations. In the process, you’ll learn why certain management tools, strategies, and methods succeed or fail. You’ll discover how to:

- Use well-researched theories of causality to understand why things happen the way they do
- Increase the quality of your decision-making and your probability of successfully launching a new growth business
- Avoid the problems that lead most companies into decline
- Accurately predict the impact of managerial and strategic actions
- Predict how the structure of various industries will change in the future
- Keep established organizations on the right path and position upstart organizations for uncontested growth

Participant Mix
This program is well suited for senior executives within large established companies, family-owned conglomerates, or companies that operate in emerging markets. Participant titles may include: owner/founder, chief operating officer, chief financial officer, chief marketing officer, senior vice present, and general manager.

Industries may include, but are not limited to: financial services, technology, health care, education, utilities, government, non-profits, and professional service firms, including, law firms, search firms and accounting. Due to the collaborative nature of this program, teams are encouraged to apply.

Anticipated Faculty
Clayton M. Christensen (faculty chair), Chester A. Huber, Stephen P. Kaufman, Rory M. McDonald, Willy C. Shih, and Derek C.M. van Bever
**WHY HARVARD BUSINESS SCHOOL?**

This is where world leaders convene. At Harvard Business School, you will do more than prepare for the next step in your career. You will develop the worldview, strategic skills, and leadership capacity to master the complex global challenges that face your company today.

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**The Case Method**, pioneered by Harvard Business School, is a proven tool for expanding your leadership capability and expertise. No other program puts you face to face with the faculty who wrote the cases and experienced the outcomes.

**A Diverse Group of Accomplished Peers** will share their unique perspectives and life experiences. You will leave with a business network that spans functions, industries, and the globe.

**Our Global Curriculum** integrates the best practices and cultural insights of the world’s top businesses. You will return with the latest strategies for achieving your company’s goals—and your career objectives.

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**Admissions**

**Application Process** – Please visit www.exed.hbs.edu for complete admission requirements and to apply online. The Admissions Committee meets monthly, and admits qualified candidates on a rolling, space-available basis. Early application is strongly encouraged.

**Admission Requirements** – Admission is selective and based on professional achievement and organizational responsibility. No formal educational requirements apply. Executive Education programs enhance the leadership capacity of the managers enrolled as well as their organizations, and HBS expects full commitment from both. While participants devote time and intellect to the learning experience, sponsoring organizations agree to relieve individuals of their work responsibilities during the program.

**Program Fee** – The program fee covers tuition, books, case materials, accommodations, and most meals. Payment is due within 30 days of the invoice date. If admission is within 30 days prior to the start of the program, payment is due upon receipt of the invoice. Cancellation policies are outlined in the information provided to applicants upon admission.

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**Connect With Us**

For more information, please contact our Client Services team at:

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