



# Disruptive Innovation

## Managing Radical Change for High Growth

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24 - 28 Jun 2018, Dubai

16 - 20 Dec 2018, Dubai

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### Introduction

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This GLOMACS Management & Leadership training seminar on Disruptive Innovation focuses on one of the most important challenges facing all businesses today - innovation. Product and business life-cycles are shortening and the intensity of competition is rising globally. Innovation is emerging as the most strategically significant aspect of business operations. It takes two forms: (i) innovation that improves product and process efficiency and (ii) innovation that results in a radical new way of doing business. The first can be termed an "enabling" innovation, the second a "disruptive" innovation. An enabling innovation will improve performance in existing operations; a disruptive innovation will take an organisation into a differentiated and leading position.

"Disruptive Innovation" is the subject of this training seminar. This GLOMACS Disruptive Innovation training seminar is designed to enable an organisation to achieve and sustain superior performance - measured in terms of profitable growth - usually through radical change in its complete business model.

**This GLOMACS training seminar will highlight:**

- The Strategic Significance of Innovation
- The Significance of Enabling and Disruptive Innovation
- Disruptive Innovation as a Business Process
- Risk and Reward in Disruptive Innovation
- Introducing and Developing Disruptive Innovation in your Team

### Objectives

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**At the end of this GLOMACS training seminar, you will learn to:**

- Understand the potential strategic impact of innovation
- Identify the potential for disruptive innovation in your organisation
- Implement disruptive innovation programmes within your organisation
- Minimise the risk associated with disruptive innovation
- Manage enabling and disruptive innovation in all your activities

### Training Methodology

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The training process is based on a carefully planned combination of highly focused input by the course leader, using a balanced set of state-of-the-art learning mechanisms. The emphasis will be on learning by examining major decisions on innovation. Above all, the principles and approaches to this subject will be illustrated by reference to real-life organisations with which the course leader has been personally involved. We will use the following training methods:

- Presentations by the course leader, including case examples
- Group work on case studies based on analysis, interaction and discussion
- Presentations by subject experts on aspects of disruptive innovation.
- Focused problem-solving exercises, including "outside the box" thinking
- Decision analysis in different strategic and competitive conditions

### Organisational Impact

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**In sending delegates to this GLOMACS training seminar, the organisation will gain the following benefits:**

- A more professional approach to innovation, change and development
- Introduction of innovative thinking into all levels of the organisation
- Top management having more confidence in the decisions of its staff
- A creative approach to planning at strategic and operational levels
- Sharply focused views on the changes required for success
- More effective programme and project implementation by managers

### Personal Impact

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**In attending this GLOMACS training seminar, delegates will acquire the following skills and competencies:**

- Pushing the boundaries of personal potential
- Improved creativity in developing the business
- Detailed understanding of the strategic impact of innovation
- Greater confidence in introducing new ideas and practices
- Innovative approaches in sustaining profitable growth
- Understanding of best practice in innovation and how to apply it

### Who Should Attend?

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**This GLOMACS training seminar is designed to benefit a wide range of experienced professionals. The following would benefit from attending:**

- Strategic and Operational Planning Specialists
- Marketing Managers
- Financial Managers
- Research and Development Scientists and Technologists
- Human Resource Managers

# Seminar Outline

This GLOMACS Disruptive Innovation training seminar is designed around the five main themes of our subject, namely (i) the strategic significance of innovation, (ii) the concept of disruptive innovation, (iii) how innovation works, (iv) getting organised for disruptive innovation; and (v) managing disruptive innovation. The details are as follows:

## DAY 1

### The Strategic Significance of Innovation

- Why Innovate? - The Strategic Relevance of Innovation
- Complexity and Non-linearity in 21st Century Business Development
- When and How disruptive innovation was first introduced?
- Differences between an Enabling Innovation and a Disruptive Innovation
- When is a disruptive innovation an appropriate strategic approach?
- Deciding which innovation – enabling or disruptive?
- Case Study for Group Work

## DAY 2

### The Concept of Disruptive Innovation

- Assessing the Business Potential of a Disruptive Innovation
- Innovation in Product and Service
- Case Example of Best Practice for Discussion
- Innovation in Business Model and Organisational Structure
- Corporate Incubation – How to upscale a viable disruptive innovation?
- Case Example of Best Practice for Discussion
- Case Study for Group Work

## DAY 3

### How does disruptive innovation work?

- Analysing and Evaluating Risk – disrupt or be disrupted?
- Monitoring and Managing Risk – decisions on the next stage
- Case Examples of Success and Failure – for discussion
- Disruptive Innovation in New Product Development
- Disruptive Innovation via the Research Laboratory
- Disruptive Innovation in Organisational Development
- Case Study for Group Work

## DAY 4

### Getting Organised for Disruptive Innovation

- Good Ideas can come from Anywhere
- Processes and Mechanisms for Generating New Ideas
- Use of Data Mining to Generate Innovative Ideas
- Internal / External Open Bidding as a source of ideas
- Feasibility Studies as a means of screening for Viability
- Has innovation become a core competency?
- Case Study for Group Work

## DAY 5

### Managing Disruptive Innovation

- Ideation and the Process approach to Innovation
- Creating an Innovation Culture in your Team
- Acquisitions, Networks and Alliances as Disruptive Mechanisms
- Activity Integration or Separation following Disruptive Innovations
- Financial Justification and Methods for Disruptive Innovations
- Measuring the Impact of Disruptive Innovations
- Evaluating our Ability to Implement Disruptive Innovations
- Course Overview and Personal Action Plans for Delegates



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## Managing Radical Change for High Growth

Code	Date	Venue	Fees
MG215	24 - 28 Jun 2018	Dubai - UAE	\$4,750
MG215	16 - 20 Dec 2018	Dubai - UAE	\$4,750

### REGISTRATION DETAILS

LAST NAME: \_\_\_\_\_  
FIRST NAME: \_\_\_\_\_  
DESIGNATION: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
COUNTRY: \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_  
MOBILE: \_\_\_\_\_  
FAX: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

### AUTHORISATION DETAILS

AUTHORISED BY: \_\_\_\_\_  
DESIGNATION: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
COUNTRY: \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_  
MOBILE: \_\_\_\_\_  
FAX: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

### PAYMENT DETAILS

- Please invoice my company  
 Cheque payable to GLOMACS  
 Please invoice me

### CERTIFICATION

Successful participants will receive GLOMACS' Certificate of Completion

### 4 WAYS TO REGISTER

Tel: +971 (04) 425 0700  
Fax: +971 (04) 425 0701  
Email: [info@glomacs.com](mailto:info@glomacs.com)  
Website: [www.glomacs.com](http://www.glomacs.com)

### TERMS AND CONDITIONS

- Fees - Each fee is inclusive of Documentation, Lunch and refreshments served during the entire seminar.
- Mode of Payment - The delegate has the option to pay the course fee directly or request to send an invoice to his/her company/ sponsor. Credit card and cheque payments are both acceptable.
- Cancellation / Substitution - Request for seminar cancellation must be made in writing & received three (3) weeks prior to the seminar date. A US\$ 250.00 processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.
- Hotel Accommodation - is not included in the course fee. A reduced corporate rate and a limited number of rooms may be available for attendees wishing to stay at the hotel venue. Requests for hotel reservations should be made at least three (3) weeks prior to the commencement of the seminar. All hotel accommodation is strictly subject to availability and terms and conditions imposed by the hotel will apply.
- Attendance Certificate - a certificate of attendance will only be awarded to those delegates who successfully completed/ attended the entire seminar including the awarding of applicable Continuing Professional Education Units/Hours.
- Force Majeure - any circumstances beyond the control of the Company may necessitate postponement, change of seminar venue or substitution of assigned Instructor. The Company reserves the right to exercise this clause and implement such amendments.
- Fair Access / Equal Opportunities - In the provision of its services as a world-class Training Provider, the Company is committed to provide fair access / equal opportunities throughout the delivery of its courses and assessment leading to the completion of training seminars, or 3rd party qualifications/certifications.

