

## THE DISRUPTION GROUP

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May 2007

### **How to Harness Disruptive Change** **Half-day workshop: Patterns of Disruption**

**Results:** Following this workshop at your location, your team will have:

- An ability to identify and respond to the warning signs of pending market disruption
- A clear view of disruptive innovation and how to harness its power as a competitive tool
- An ability to respond to early signals of disruption from customers
- The ability to boost your organization's competitive position

#### **Sample Agenda:**

8:30 - 8:45	<b>Level-set and Agenda</b>	Urlocker
8:45 - 9:45	<b>Benefits of Disruption</b> -Definition and historical context -Results of disruption: Revenue, Margin, TTM, ROE -Snapshot: Disruptive vs Incremental -Warning signs of disruption - Case study 1: Communications Sector - Case study 2: Media	Urlocker
9:45 - 10:00	Q&A	
10:00 -10:15	Break	
10:15 - 11:15	<b>Patterns of Disruption</b> - 10 steps - The challenge in minicomputers	Paetz
11:15-11:30	Q&A	
11:30: 11:45	Break	
11:45 - 1:15	<b>Assessing the Organization (working lunch)</b> RPV Competitive Analysis Tool Breakout session: Two teams	Urlocker & Paetz
1:15 - 1:45	<b>Review</b>	Urlocker & Paetz

#### **Fee Structure:**

Half-day workshop for up to eight people at your location: \$5,000  
Includes instruction materials. Does not include travel cost, refreshments if required.

#### **Optional Services:**

Professionally Edited video record of workshop  
Pre or post-workshop executive briefings