

# THE DISRUPTION GROUP

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## How to Harness Disruptive Change Two-day workshop: Moving Ahead to Compete

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

- A clear method to create valued new products and services
- An ability to read customer and market signals
- A method to identify and respond to disruptive threats
- A method to create financial goals and investment criteria for new businesses
- A management process to cultivate new growth ideas

### Sample Agenda:

Day One		
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 - Case studies	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 - 1:30	Break	
1:30 - 2:00	<b>Review</b>	Urlocker & Paetz
2:00 - 2:45	<b>Focus on Customers - Group Discussion</b> - Why people buy: Good enough vs. new & improved - Defining observations in the organization	Maxwell
2:45 - 3:00	Break	
3:00 - 4:30	<b>Lessons from the Marketplace</b> - Learning from unexpected flops - Learning from unexpected success - Reassessing customer signals	Urlocker
4:30 - 5:00	Review of current business headlines Q&A	Paetz
5:00 - 5:15	<b>Homework Assignment</b> - Who/What is the disruptive threat? - What are the wrong responses?	Urlocker

**Day Two**

8:30 - 9:00	<b>Review and Q&amp;A</b>	Urlocker
9:00 - 9:45	<b>Homework Review</b>	Urlocker
	- Disruptive threats - Appropriate responses	
9:45 - 10:00	Q&A	
10:00 - 10:15	Break	
10:15 - 12:00	<b>Challenging Mainstream Assumptions</b>	Paetz & Urlocker
	- Brainstorm tool	
12:00 - 12:30	Lunch Break	
12:30 - 1:30	<b>Creating and Ranking Disruptive Alternatives</b>	Urlocker & Paetz
	- Ideas to pursue - Ranking methods	
1:30 - 1:45	Break	
1:30 - 2:00	<b>Creating a Financial Model &amp; Process</b>	Urlocker
2:30 - 4:00	<b>Focus on Process - Group Discussion</b>	Maxwell
	- Creating a management process for disruption - Criteria for initial support - Examples - Warning signs - Budget and approvals - Criteria for further investment	
4:00 - 4:15	Break	
4:15 - 4:45	<b>Review</b>	Urlocker
	- Lessons learned - Agenda: What next	

**Fee Structure:**

Two-day workshop for up to 12 people at your location: \$10,000

Includes instruction materials and executive briefings. Does not include travel cost and refreshments if required.

**Optional Services:**

Professionally Edited video record of workshop