

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	Level-set and Agenda	Urlocker
8:45 - 9:45	Benefits of Disruption -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	Patterns of Disruption - 10 steps - The challenge in minicomputers	Paetz
11:15 - 11:30	Q&A	
11:30 - 11:45	Break	
11:45 - 1:15	Assessing the Organization (working lunch) RPV Competitive Analysis Tool Breakout session: Two teams	Urlocker & Paetz
1:15 - 1:30	Break	
1:30 - 2:00	Review	Urlocker & Paetz
2:00 - 2:45	Focus on Customers - Group Discussion - Why people buy: Good enough vs. new & improved - Defining observations in the organization	Maxwell
2:45 - 3:00	Break	
3:00 - 4:30	Lessons from the Marketplace - 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	Homework Assignment - Who/What is the disruptive threat? - What are the wrong responses?	Urlocker

Day Two

8:30 - 9:00	Review and Q&A	Urlocker
9:00 - 9:45	Homework Review	Urlocker
	- Disruptive threats - Appropriate responses	
9:45 - 10:00	Q&A	
10:00 - 10:15	Break	
10:15 - 12:00	Challenging Mainstream Assumptions	Paetz & Urlocker
	- Brainstorm tool	
12:00 - 12:30	Lunch Break	
12:30 - 1:30	Creating and Ranking Disruptive Alternatives	Urlocker & Paetz
	- Ideas to pursue - Ranking methods	
1:30 - 1:45	Break	
1:30 - 2:00	Creating a Financial Model & Process	Urlocker
2:30 - 4:00	Focus on Process - Group Discussion	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	Review	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