

Do you understand disruptive innovation and its implications for your organisation?

A two-day workshop delivered by
Pete Thomond

AIM: To provide executive and senior management with an understanding of the phenomenon of disruptive innovation (DI), whilst creating a forum in which they can probe whether their organisation is primed to be a disruptor or open to be disrupted.

Outcomes:

At the end of this workshop you will:

- have a refreshed, cutting edge perspective on innovation;
- understand the differences between sustaining innovation and DI and why they are important;
- understand the driving forces of DI, with a theoretical base and industrial examples;
- better understand how the concept of market disruption fits with your organisation or one of your leading customer offerings;
- better understand whether your organisation or key customer offering is primed to be a disruptor or open to be disrupted;
- be better prepared to deliver an innovation strategy that includes the pursuit of DI.

Process Overview:

This workshop uses presentations graphically facilitated group discussion, breakout groups and individual assessments:

DAY 1:

- Introductions and objective setting.
- Breakout group discussion of contemporary examples of DI.
- Understanding the theory – different approaches to innovation.
- Why DI is important – case discussions.

DAY 2:

- Refresh, re-orientate and Q&As.
- Individual rapid DI assessments.
- Breakout groups to discuss assessment results.
- DI in practice – discussing the implications for your organisation.

“ We need to adopt the concept of disruptive innovation ... if a new entrant can steal millions of dollars of new wealth in an industry without the money and experience of an established player, imagine the possibilities if we could use the energy and capabilities within our already successful company to focus on inventing these [new wealth creating] disruptive innovations... ”
(R&D Director, Israel Aircraft Industry)

You should attend if...

- ... you have responsibility for your organisations future;
- ... you are concerned you don't know enough about the market dynamics that drive disruptive change;
- ... you want to know about strategies for evaluating breakthrough innovations, without making 'gamble the company investments';
- ... you are unsure how your organisation is ensuring its future wealth creation.

This workshop can be delivered for a mixed group of business leaders or a senior cross functional group from one organisation.

Facilitator's CV:

Pete Thomond is an expert in the field of innovation. For the last 39 months he has managed and co-delivered a €3 million programme of research and business tool development, specific to the task of fostering breakthrough innovations. This positions him as one of Europe's most cutting edge specialist innovation consultants. He has also completed a PhD on the topic of disruptive innovation .



Participants are reminded that complete solutions to complex innovation issues cannot be offered in two-day workshops; instead my workshops are designed to facilitate smarter, more focused thinking about today's business issues to help you better prepare for the future.

Enabling competitive advantage through the balanced management of sustaining and disruptive innovation (SI and DI).

A two-day workshop delivered by
Pete Thomond

AIM: To provide executive and senior management with a refreshed understanding of the paradox of innovating for short term goals vs. innovating for long term future survival; showing how competitive advantage can be enabled through innovation management.

Outcomes:

At the end of this workshop you will:

- have a refreshed, cutting edge perspective on innovation;
- understand the differences between SI and DI and why they are important;
- understand the driving forces of DI, with a theoretical base and industrial examples;
- better understand how to enable both SI and DI via:
 - opportunity recognition,
 - ideas management,
 - smart exploitation,
 - strategic alignment with resource allocation, and
 - organisational ecologies;
- be better prepared to deliver new competitive advantage through holistic innovation management.

Process Overview:

This workshop uses presentations graphically facilitated group discussion, breakout groups and individual assessments:

DAY 1:

- Introductions and objective setting.
- Understanding the theory – different approaches to innovation.
- Today's innovation management agenda - the need for balance and case discussions.
- Deconstructing innovation management – The IM Framework

DAY 2:

- Refresh and Q&As.
- Innovation enablers and inhibitors – presentations and breakout groups.
- Assessing your organisation.
- Building an innovation action plan.



This holistic approach to the innovation effort has helped us to understand where we as a company have been killing ideas... we now have ways to increase our capacity to innovate and our capability to recognise and exploit disruptive innovation.

(CEO, Pactuco International, France)



You should attend if...

- ... you have responsibility for your organisations future;
 - ... you need tools, techniques and strategies for improving your organisational innovativeness;
 - ... you are concerned you don't know enough about the market dynamics that drive disruptive change;
 - ... you want to ensure future wealth creation with a structured approach to innovation management.
- This workshop can be delivered for a mixed group of business leaders or a senior cross functional group from one organisation.

Facilitator's CV:

Pete Thomond is an expert in the field of innovation. For the last 39 months he has managed and co-delivered a €3 million programme of research and business tool development, specific to the task of fostering breakthrough innovations. This positions him as one of Europe's most cutting edge specialist innovation consultants. He has also completed a PhD on the topic of disruptive innovation .



Participants are reminded that complete solutions to complex innovation issues cannot be offered in two-day workshops; instead my workshops are designed to facilitate smarter, more focused thinking about today's business issues to help you better prepare for the future.

How to disrupt your own customer offering before your competitors do.



info@insightcentre.com

A two-day workshop delivered by
Pete Thomond



AIM: To provide executive and senior management with a cutting edge understanding of how to create breakthrough innovations; focusing on a state of the art understanding of the theory and practice of disruptive innovation, participants will learn to create new competitive advantage by turning assumptions up-side-down.

Outcomes:

At the end of this workshop you will:

- have a refreshed, cutting edge understand the differences between sustaining and disruptive innovation and why these differences are important;
- understand the driving forces of market disruption, with a theoretical base and industrial examples;
- better understand how to create a disruptive innovation via:
 - recognising your business assumptions,
 - strategically challenging beliefs,
 - generating new, potentially disruptive business models, and
 - visualising business and industry structures to assess feasibility.
- be better prepared to pursue disruptive innovation.

Process Overview:

This workshop uses presentations graphically facilitated group discussion and breakout groups.

DAY 1: Knowledge Acquisition.

- Introductions and objective setting.
- Breakout group discussion of contemporary examples of DI.
- Understanding the theory – different approaches to innovation.
- Why DI is important – case discussions, the patterns and tools.

DAY 2: Knowledge into Practice.

- Refresh and Q&As.
- Select an industry– analyse assumptions.
- Disrupt assumptions.
- Identify niche markets and creating action plans for disruption

You should attend if...

... you have responsibility for your organisations future and believe you must challenge the norm to create competitive advantage.

... you want tools, techniques and strategies for improving your capacity for breakthrough innovation;

... you are concerned you don't know enough about the market dynamics that drive disruptive change;

... you want to ensure future wealth creation with a more structured approach to pursuing non-incremental innovations.

This workshop is designed for senior, in-house cross functional groups.

Facilitator's CV:

Pete Thomond is an expert in the field of innovation. For the last 39 months he has managed and co-delivered a €3 million programme of research and business tool development, specific to the task of fostering breakthrough innovations. This positions him as one of Europe's most cutting edge specialist innovation consultants. He has also completed a PhD on the topic of disruptive innovation .

// We all face the threat of insurgents who want a piece of the action... in my mind, it is without doubt that the concept of disruptive innovation within tools like these will prove to be a life line for organisations with mature products. (Global Strategy Advisor, Skandia Financial Services, Sweden) //

Participants are reminded that complete solutions to complex innovation issues cannot be offered in two-day workshops; instead my workshops are designed to facilitate smarter, more focused thinking about today's business issues to help you better prepare for the future.

The Insight Centre is the **only UK** and one of only three EU organisations, disseminating the results of a 3 year, €3M, 6 European & 2 Israel organisation project called Disrupt-it. The project successfully produced tools to enable business leaders to systematically and consistently deliver breakthrough innovations in parallel to their usual pursuit of operational efficiency and incremental product/service improvements. These ‘Disruptive Breakthrough’ tools and insights are now available to you.....

Pete Thomond's Innovation Toolkit has been applied, developed, tested and enhanced by business leaders and management teams from across Europe and Israel. These are the primary organisations to which he owes much gratitude.



www.atosorigin.es

Atos Origin is an international information technology services company. Its business is turning client vision into results through the application of consulting, systems integration and managed operations

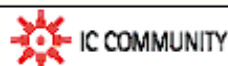


www.skandia.se

Skandia is an international savings, insurance and banking group that delivers long-term financial security and meets its customers' needs in every economic phase and stage in life.



Israel Aircraft Industries is globally recognised as a leader in developing military and commercial aerospace technology. This distinction is the result of nearly a half-century of designing, engineering and manufacturing, for customers throughout the world.



www.iccommunity.se

Specialist consultancy focused upon intellectual capital and developing and realising strategies. It offers consultation and web-based tools for competence development and balanced control of all levels and areas of business.



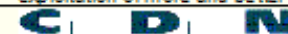
www.innovationecology.com

Innovation Ecology is a specialist innovation consultancy that works with its clients to extract more value from their physical and processual environments, enabling the fostering and exploitation of more and better ideas.



www.pactuco-international.fr

PACTUCO, the daughter company of the world's leading of bicycle helmet company Bell, is a French custom plastics manufacturer. They primarily manufacturer bicycle helmets.



www.competitive-design-network.com

CDN is a consulting firm that provides competitive advantages to its clients through product innovation, development and optimisation. They are product and service strategists



www.iao.fraunhofer.de/

The consultancy arm of the University of Stuttgart, the Fraunhofer Institute helps companies to identify the new technologies in changing competitive environments and markets. It facilitates the deployment of technology within the entire enterprise, in business units and in individual projects.



www.cranfield.ac.uk

Cranfield University is a purely post graduate institution, one of only a few in the world, and is Britain's most successful university in gaining industrial funding. This is due to its pragmatic research that solves short and long term problems with many leading companies from a multitude of industrial sectors.



www.insightcentre.com

The Insight Centre is an expert innovation and change management consultancy. We help our clients to confront the process of 'Disruptive Breakthrough'. We have a portfolio of tools and processes underpinned by 20 years technical and change management experience in a wide range of industries and environments.

We work in five key areas:

- **Products:** Technical problem solving facilitation. Assessing threats by competitors. Seeking opportunities for disruptive breakthroughs. Advising action feasibility in the competitive environment.
- **Process:** Auditing routines and procedures that affect next generation and breakthrough business development. Best practice advice.
- **People:** Building or enhancing innovative technical problem solving teams. Assessing and building commitment to disruptive change as a collective imperative. Evaluating and updating skills and talents.
- **Projects:** Advice and support for the initiation and management of projects focused upon the development of new products, services and processes with breakthrough potential.
- **Portfolios:** Assessing portfolios of innovation activity. Conducting product/service maturity evaluations. Creating resource allocation strategies to maximize the benefits of product enhancements, operational efficiency and breakthrough business development.

Please contact us on +44 (0)1579 371078 or by email at:

info@insightcentre.com