



QUEEN'S  
UNIVERSITY  
BELFAST

WILLIAM J. CLINTON  
LEADERSHIP  
INSTITUTE

# INNOVATION STRATEGY AND DIGITAL DISRUPTION



SHAPING  
A BETTER  
WORLD  
SINCE 1845



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# INNOVATION STRATEGY AND DIGITAL DISRUPTION



## PROGRAMME DATES

November 2022  
March 2023



## PROGRAMME FORMAT

Blended (face-to-face and  
online sessions)



## LOCATION

QUB campus, Belfast  
Online



## LANGUAGE

English



## PRICE

£1950  
Payment options are available



## WHO SHOULD ATTEND

- Professionals from any industry
- Mid to senior level executives
- Business leaders responsible for implementing strategy and innovation within their organisation

# OVERVIEW



After the crisis caused by the COVID-19 pandemic, companies are looking to get back on track and, importantly, build for the future. Furthermore, with the democratization of disruptive technologies, every executive needs to know how to leverage new technologies and innovate strategically. The Innovation Strategy and Digital Disruption programme provides an overview into innovative strategic approaches every company should master in order to swiftly adapt and anticipate to the rapidly evolving environment in which they operate nowadays. Throughout the programme, executives will draw on strategic models and frameworks that will better position them to drive business performance and profitability.

As part of the Clinton Leadership Institute's **Innovation . Strategy . Transformation** series of programmes that address upskilling and the digital economy, the *Innovation Strategy and Digital Disruption* programme provides strategic leaders with insights into disruptive technologies and the opportunity to rethink core business strategies based on their organisation's resources and positioning in the market.

Over 5 weeks executives will explore the changing world of new technologies and develop the skills and expertise to apply strategy in response to disruptive forces, such as technological change, COVID-19 or customers' growing concerns for the environment.

The programme will help executives rethink the customer journey to build positive and relevant experiences across all channels and touchpoints – and ultimately to create both value and competitive advantages for your company. It will provide an overview into innovative strategic approaches every company should master in order to swiftly adapt and anticipate to the rapidly evolving environment in which they operate nowadays and gain insights into how to create value from new technologies.



 <p>Through our exceptional online campus platform, each participant can access videoconferences, forums, readings, slides, technical notes, multimedia documents, and case studies required for the programme.</p>	 <p>We will recalibrate your approach to business, driving the competitiveness of your organisation. Take away a clearly defined strategic framework to embark on an innovative customer led approach and transform your market focus.</p>	 <p>Building connections and networking with like-minded executives and industry experts.</p>
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- You will walk away equipped to**
- Build expertise in identifying opportunities for value creation and innovation
  - Apply Blue Ocean Strategy frameworks to analyse industries, customer journeys, competitive forces, and identify opportunities for new markets
  - Identify the elements of Industry 4.0 and why it is applicable to the business for innovation and growth
  - Analyse the key features of a range of emerging technologies and investigate the benefits and challenges associated with their implementation
  - Confidently implement digital technologies, understand how to extract value from the technologies and make a real difference for your customers
  - Define what makes a business unique and learn how to protect and bolster it
  - Benchmark the business against competitors and respond to disruption and competition strategically



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## WHO IS THIS PROGRAMME FOR

If you are looking to create powerful leaps in value for both your business and your customers, this programme is for you. This programme is especially relevant for business leaders seeking to innovate and turn ideas into strong profitable growth for the organization. It will benefit you if you are a senior executive, business owner, head of strategy, or an executive from mid-to-senior level who wants to gain insights into how to extract value from new technologies and implement innovation within your organization.

# PROGRAMME STRUCTURE AND CONTENT

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Introduction to the Blue Ocean Strategy™	Discover the Tools	Disruptive technologies	Innovation in Highly Competitive Markets	Hackathon
Understand the concepts	Review the Tools	Explore real world scenarios	Explore real world scenarios	Champion creative ideas
Embrace the philosophy	Design your own strategy	Apply to your own organisation	Apply to your own organisation	Plan to overcome barriers
<p><b>Review the standard tools to define a traditional strategy.</b></p> <p><b>Understand the philosophy and the concept. Overview of the “Blue Ocean Strategy” concept as it is understood and implemented around the world:</b></p> <ul style="list-style-type: none"> <li>• Blue Ocean vs. Red Ocean.</li> <li>• Creating new marketplace.</li> <li>• BOS framework.</li> <li>• “Philosophy” of the BOS Strategy</li> <li>• BOS Analytical tools</li> <li>• BOS Process</li> </ul>	<p><b>Review the tools of BOS. Definition of the tools used to define the strategy:</b></p> <ul style="list-style-type: none"> <li>• Strategy Canvas to represent visually the current positioning of a business, product, or service.</li> <li>• Buyer Experience Cycle/Buyer Utility Map (BEC/BUM) to understand the customer’s end-to-end experience with a product/service and where are the most ‘Pain Points’.</li> <li>• 6-Paths that provide inspiration to explore and find new market space to move from the ‘As Is’ Red Ocean to the ‘To Be’ Blue Ocean.</li> <li>• Pioneer-Migrator-Settler (PMS) map to visualize the portfolio composition of a company.</li> <li>• 3-Tiers of Non-Customers</li> <li>• Visualize the value curves (To-Be strategy canvas)</li> <li>• The E-R-R-C Eliminate-Reduce-Raise-Create Grid</li> </ul>	<p><b>Review disruptive technologies and how they could be applied to support an innovative strategy.</b></p> <p><b>Analyse case studies related to innovation in highly competitive market:</b></p> <ul style="list-style-type: none"> <li>• You will subsequently undertake various exercises to understand the differences between technological and value innovation. This will show that technological innovation on its own is highly unlikely to create sustainable product and service innovations. It will highlight the importance of coupling value innovation with technological innovation, to overcome the value/cost trade-off, a fundamental aim of BOS.</li> </ul>	<p><b>Apply BOS tools using case studies related to identify the importance of both technological and value innovation:</b></p> <ul style="list-style-type: none"> <li>• First, we will discuss how a company broke the value-cost trade-off, by focusing on a value innovation approach to create a Blue Ocean. We will use the Strategy Canvas, and ERRC Grid to understand how a BOS approach enabled a dramatic turnaround from bankruptcy.</li> <li>• Second, we will review how a company utilised a disruptive technology to enable value innovation. We will use a range of tools including the Six paths framework and Buyer Experience Cycle to understand how the company was able to reshape a highly competitive industry by leveraging technological innovation to create value innovation.</li> </ul>	<p><b>Blue Ocean Hackathon.</b></p> <ul style="list-style-type: none"> <li>• This is a fast-paced activity in group to design a market creation in a highly competitive industry.</li> </ul>

ONLINE

ON-CAMPUS

## PROGRAMME FACULTY



### DR PHILIPPE BOUVIER

Dr Philippe Bouvier is a Professor of Practice in innovation, strategy, entrepreneurship and urban studies. Philippe is a highly accomplished executive education specialist working with a wide range of corporate and governmental leaders globally. He is an authority on smart cities and digital transformation in the organisational and urban environments. He is an enthusiastic advocate of purposeful strategic leadership, innovation and change leadership and the implementation of digital transformation. Philippe is a highly engaging TedX and keynote speaker and the author of numerous articles. Philippe holds a PhD from Paris VII University and an executive MBA from INSEAD. As a practitioner, he has experience in implementing innovative solutions in the corporate environment like products, services, internal processes, business models, and strategies.



### DR NICOLÁS KFURI

Dr. Kfuri is an experienced global expert consultant and executive trainer and has worked with executives from more than 700 companies, representing more than 75 countries, from 5 continents. His areas of expertise are Corporate Global Strategy, Internationalization Processes, Marketing, and Branding. Dr. Kfuri acts as Advisory Board Member for a range of organizations and he moderates Board Meeting Sessions in companies, business incubators, business schools, and non- for-profit institutions. For more than 20 years Dr. Kfuri has also been teaching at executive, graduate (MBA), undergraduate and e-Learning programs of universities in Asia, Europe, Latin and North America. He holds a Ph. D. in Business Administration from Cordoba National University, Argentina (2002), an MBA from an MBA from Purdue University, USA (2000), and a BA in Business Administration from Cordoba National University, Argentina (1997).

## EXCEPTIONAL EXECUTIVE EDUCATION EXPERIENCE

The Clinton Leadership Institute delivers executive education programmes with the aim of creating real impact for leaders, managers and their organisations. Our mission, while addressing future work skills and workplace requirements, is to empower and develop leaders and future generations of leadership to create positive social and economic impact for a better world. Our executive programmes synergise the rich Queen's University academic heritage with cutting edge leadership thinking and techniques from experts at William J. Clinton Leadership Institute and Queens Management School. Real world industry insights and exciting new developments from our university research centres contribute to building leadership expertise, transforming individual and organisational performance and boosting competitive edge.

**RUSSELL  
GROUP**



## CONTACT US

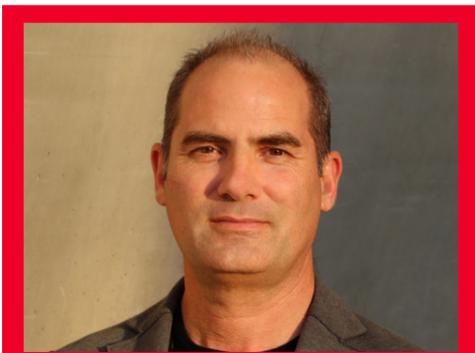
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We are proud to offer you a new series of Innovation . Strategy . Transformation programmes to develop your future skills and workplace requirements in the digital economy. As part of this series, the Innovation Strategy and Digital Disruption programme offers you new perspectives in strategy formulation and execution. It is designed to empower you with new skills that will greatly boost your ability to innovate strategically and extract value from today's new emerging technologies. Throughout this blended programme, you will have the opportunity to network and learn from like-minded business leaders from a diverse range of industries and internationally experienced faculty. I look forward to welcoming you to this programme in the near future.

**Laith Dajani**

**Executive Director, CLI**



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