



Course : Disruptive Innovation & Solutions in Change (D.I.S.C.)

City :	Cairo	Hotel :	Cairo Marriott Hotel & Omar Khayyam Casino
Start Date :	2025-10-26	End Date :	2025-10-30
Duration :	1 Week	Price :	3950 \$

Course Overview

This seminar equips managers and specialists with the skills to harness disruptive innovation as a strategic tool. Participants will learn how to identify opportunities, manage risks, and implement innovation programs that drive organizational growth and differentiation.

Course Objectives

By the end of the seminar, participants will be able to:

- Understand the strategic impact of innovation.
- Identify opportunities for disruptive innovation within their organization.
- Implement and manage disruptive innovation programs.
- Minimize risks associated with innovation.

Target Audience

- Strategic and Operational Planning Specialists
- Marketing, Commercial, and Financial Managers
- R&D Scientists and Technologists
- Logistics and Supply Chain Managers
- Human Resource Managers

Methodology

- Interactive presentations and case studies.
- Group problem-solving and discussions.
- Decision analysis under different strategic scenarios.
- Expert insights on innovation practices.

Course Outline

Day 1 :The Strategic Significance of Innovation

- Why innovate? Strategic relevance in modern business.
- Complexity and non-linearity in 21st-century business development.
- Differences between enabling and disruptive innovation.
- Deciding the appropriate innovation approach.
- Lessons from successful disruptors.

Day 2 : The Concept of Disruptive Innovation

- Assessing the potential impact of disruptive innovations.
- Innovation in products, services, supply chains, and business models.
- Corporate incubation and scaling viable disruptive innovations.
- Preparing teams for innovation adoption.

Day 3 : How Disruptive Innovation Works

- Analysing and evaluating risks.
- Monitoring and managing risk in innovation decisions.
- Guidelines for implementing disruptive innovations.
- Disruption in product development, R&D, and organizational design.
- Aligning innovation with established practices.

Day 4 : Organising for Disruptive Innovation

- Generating new ideas: internal, external, and open sources.
- Data mining and feasibility studies for innovation screening.
- Processes and mechanisms to foster innovation culture.
- Ten elements of the “Innovation Spectrum.”

Day 5 :Managing Disruptive Innovation

- Ideation and process approach to innovation.
- Creating and sustaining an innovation culture within teams.
- Alliances, networks, and acquisitions as innovation mechanisms.
- Financial justification and impact measurement.
- Personal action plans and implementation strategies.

Certificates



On successful completion of this training course, HighPoint Certificate will be awarded to the delegates.
Continuing Professional Education credits (CPE): In accordance with the standards of the National Registry of CPE Sponsors, one CPE credit is granted per 50 minutes of attendance.