



External Training Course

Disruptive Innovation

M	Place	Language	Price	From	To
1	London - UK	English	1950 KWD	14/07/2025	18/07/2025
2	Dubai - UAE	English	1500 KWD	14/07/2025	18/07/2025
3	Brussels - Belgium	English	1950 KWD	21/07/2025	25/07/2025
4	Brussels - Belgium	English	1950 KWD	11/08/2025	15/08/2025
5	London - UK	English	1950 KWD	18/08/2025	22/08/2025
6	Brussels - Belgium	English	1950 KWD	15/09/2025	19/09/2025
7	Brussels - Belgium	English	1950 KWD	22/09/2025	26/09/2025
8	Dubai - UAE	English	1500 KWD	20/10/2025	24/10/2025
9	London - UK	English	1950 KWD	01/12/2025	05/12/2025
10	Dubai - UAE	English	1500 KWD	08/12/2025	12/12/2025

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External Training Course:

Disruptive Innovation

Course Overview:

Innovation affects every aspect of management – from product through process to renewal. It is the basis of any activity that is aimed at creating tomorrow's company out of today's company. Much innovation is directed at improving existing products and services. However, the big breakthroughs in performance come from changing or "disrupting" the existing business model. This often involves targeting demand that is not currently met through existing business structures and approaches. It is not about doing things better but about doing things differently. It is about targeting under-served segments of demand. Very often this is not about raising the specification of a product offering. Many disruptive innovations are aimed at making a product or service simpler and accessible to a wider range of potential customers at lower cost than existing offerings. So why choose this course? Quite simply, it will give you a firm foundation on which to base your process of developing and managing major change as part of your approach to creating the future. This relates not only to continuous improvement of existing products and services but also to radical changes in the basic business model. It is based on best practice and case experience of achieving innovative change as the means of gaining and sustaining profitable growth and it affects all dimensions of a business.

Course Objectives:

The main objectives of this training course are as follows:

- Understand the potential impact of innovation.
- Assess the risk and rewards of different levels of innovation.
- Design a robust management process for innovation.
- Evaluate the commercial potential of each proposed innovation.
- Create and develop a culture of innovation in your teams.
- Select the correct innovation course for our company.

Who Should Attend?

All work stuff who needs to direct and implement significant change in their organisations:

- Strategic and Operational Planners.
- Business Development Professionals.
- Research Scientists and Technologists.
- Investment Analysts and Financial.
- Human Resource and Organisational Development Staff.

Training Methodology:

The Methodologies behind this well-designed Management & Staff Development package employs R.A.T. (Retentive Attitude Training) Methodologies. RAT is built around the Long-Term Memory Retention & Neuro-Linguistic Tools, designed to Recall and Use Information & Tools, taught during the training delivery with several Exercises and Case Studies to emphasize fast reactive, calm and decisive decision making.

Course Content & Outline:

DAY 1: The Strategic Significance of Innovation

- Why Innovate? - The Strategic Relevance of Innovation.
- Complexity and Non-linearity in 21st Century Business Development.
- When and How Disruptive Innovation was First Introduced.
- Differences between Enabling Innovation and Disruptive Innovation.
- When is a Disruptive Innovation, an appropriate strategic approach?
- What can we learn from the experience of successful disruptors?
- Deciding which Innovation – enabling or disruptive?

DAY 2: The Concept of Disruptive Innovation

- Assessing the Potential Impact of a Disruptive Innovation.
- Innovation in Product and Service.
- Innovation in Supply Chain Design and Relationships.
- Innovation in Business Model and Organisational Structure.
- Corporate Incubation – How to Upscale a Viable Disruptive Innovation?
- Preparing Your Teams for Disruptive Innovation.

DAY 3: How does Disruptive Innovation Work?

- Analysing and Evaluating Risk – Disrupt or Be Disrupted?
- Monitoring and Managing Risk – Decisions on the Next Stage.
- Guidelines on the Implementation of Disruptive Innovations.
- Disruptive Innovation in New Product Development.
- Disruptive Innovation via the Research Laboratory.
- Disruptive Innovation in Organisational Development.
- Aligning and Integrating Innovation with Established Practice.

DAY 4: Getting Organised for Disruptive Innovation

- Good Ideas Can Come From Anywhere.
- Processes and Mechanisms for Generating New Ideas.
- Use of Data Mining to Generate Innovative Ideas.
- Internal / External Open Bidding as a Source of Ideas.
- Feasibility Studies as a means of Screening for Viability.
- Has Innovation become a core competency?
- The Ten Elements of the “Innovation Spectrum”.

DAY 5: Managing Disruptive Innovation

- Ideation and the Process Approach to Innovation.
- Creating an Innovation Culture in Your Team.
- Acquisitions, Networks, and Alliances as Disruptive Mechanisms.
- Activity Integration or Separation Following Disruptive Innovations.
- Financial Justification and Methods for Disruptive Innovations.
- Measuring the Impact of Disruptive Innovations.
- Evaluating Our Ability to Implement Disruptive Innovations.
- Overview and Personal Action Plans.

