

**American Management Association's
Leading Disruptive Change and Innovation:
Your Plan for Breakthrough Growth**

Learning Objectives

- Understand the Types and Sources of Disruption in Today's Markets
- Recognize What Leads Companies to Be Ripe for Disruption
- Define Sources of Disruption in Social and Technological Change Patterns
- Apply Tools for Adapting to and Leading Through Disruption to Success
- Identify Your Personal Challenges with Disruption and Face Them with Curiosity and Courage

Introduction to Disruption

- Define Disruption as Viewed in Today's Business World
- Recognize What Makes an Organization Ripe for Disruption
- Understand the Forces Influencing and Leading to Disruption

Agility

- Define and Appreciate the Value of Agility in the Face of Disruption
- Recognize New Value Drivers That Will Lead to Success
- Spot Barriers to Companies Taking Actions in the Face of Disruption

Scan Trends

- Take a Comprehensive Study of Where Disruption Might Be Coming to Your Industry and Market from the More Encompassing Environment
- Identify Potential Innovations and Technological Advances That Are Likely to Change the Way Your Business Will Work in the Future
- Anticipate New Desires of Customers and Potential Competitive Developments That Could Disrupt Your Work

Build as You Go

- Move Beyond SWOT in Order to SOAR
- Envision What the Future of the Company Could Be
- Establish a Path to Grow
- Anticipate New Business Models and Partners Needed to Achieve Successful Disruption

Practice Case Study

- Practice and Refine Your Ability to Apply Environmental Scanning Skills to a Particular Situation
- Design a Disruptive Move Within an Established Organization and Test Your Ideas in Real Time
- Establish the Initial Steps for Organizing and Implementing the Disruptive Move

Agile Response

- Identify the Characteristics of Adaptable Organizations
- Recognize the Difference of Managing Disruption from Inside an Incumbent Versus Creating a Spin-Off Organization
- Identify the Skills and Experiences of Managers That Are Valuable When Taking on a Disruptive Target
- Identify Critical Management Structures That Support Achieving Disruption

Leadership Courage

- Evaluate Your Own Current Capacity to Lead Within a Disruptive Environment
- Access New and Existing Behaviors That Support Disruptive Innovation

My Action Plan

- Identify the Areas of Your Learning That You Wish to Put into Practice
- Put Your Learning into Action with Concrete Steps That Will Bring Awareness of Disruptive Change into Your Organization
- Continue to Apply the Principles You've Gained in This Class and Bring These to Your Company