

DISRUPTING YOUR BUSINESS STRATEGY

THE INTERSECTION OF INNOVATION, BUSINESS STRATEGY, AND ORGANIZATIONAL MISSION...WHERE ORGANIZATIONS THRIVE. >>>

By exploring strategy, mission, and innovation and how they interact, you will be able to help your own organization disrupt itself before anyone else does. Develop the knowledge and skills necessary to lead a more agile organization and respond successfully to change in customers and increasingly disruptive times. Uncover your business' ability to act on a more human mission for the company - doing good while also doing well.



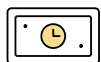
THIS COURSE IS IDEAL FOR...

- Senior executives and general managers tasked with developing and executing strategies for an organization or group within an organization
- Leaders who wish to bring their organizations to the cutting edge of innovative problem solving and make their work more innovative and agile
- Social responsibility and corporate citizenship leaders who are looking to better integrate the purpose side of the business with the profit side
- Executive teams who are looking to reinvent or transform their company
- Teams of three to five people seeking to accelerate adoption of these concepts in an organization (discounts available for teams of three or more)



HOW YOU WILL WORK SMARTER:

- **Acquire New Experiences:** Build knowledge and expertise through activities and real-world case studies of organizations that have been successful in reinventing strategy and mission, and others that have not
- **Build an Agile Mindset:** Understand how the traditional elements of organizational focus (mission, strategy, plans, and execution) must be reinvented for today's rapidly changing world and how the mindset you develop can help separate your organization from the pack
- **Gain Skills in Human Centered Innovation:** Understand the basics of Design Thinking (DT), a human centered approach to innovation, and how it can be a guide to reinventing strategy and beyond
- **Reinvent Your Strategy:** Develop an action plan to get started reinventing your own business strategy in the weeks that follow



COURSE DETAILS:

\$2,495

COURSE INVESTMENT

2

NUMBER OF SESSIONS

14

NUMBER OF HOURS



FACULTY INSTRUCTORS:



Scott Sanchez

Adjunct Faculty, Product Innovation Officer, Deluxe



CERTIFICATES THIS COURSE WILL HELP YOU EARN:

+ Strategy and Innovation Certificate

+ Certificate in Business Excellence



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COURSE SCHEDULE

DAY 1

Welcome and Introductions

What is strategy?

What is mission?

Disruption of the 5 Forces

What is innovation?

Design Thinking Exercise and Activities

Reflection

DAY 2

Using Empathy to Reinvent Strategy & Mission

Using Prototyping to Reinvent Strategy & Mission

Using Iteration to Reinvent Strategy & Mission

What business are you really in?

Assess Strategy, Mission, Innovation at your Organization

Reflection

LEARNING OBJECTIVES

“DEFINE IT”

- Define strategy and mission and discuss their successes and challenges today
- Define innovation as a repeatable business discipline

“LEARN IT”

- Discuss the Five Forces of Strategy and how each is being disrupted
- Discuss implications of the disruption on companies
- Explore empathy, prototyping, and iteration as three critical elements in driving innovation in a human centered way
- Discuss how reinvented strategies can lead to reinvented missions, reframing how organizations see their role in the world, with the tighter integration of the goals of the business and the importance of social responsibility

“EXPERIENCE IT”

- Engage with interactive exercises and real-world case studies using empathy, prototyping, and iteration to solve a problem
- Assess your own organization's capability on innovation, strategy, and mission

“APPLY IT”

- Apply the lessons learned to your specific situation and organization
- Develop an action plan to get started on reinventing your organization's strategy

COURSE AND CERTIFICATE REGISTRATION

THERE ARE THREE WAYS TO REGISTER:

Register:

Register online on the Emory Executive Education website:
<https://goizueta.emory.edu/executive-education/short-courses/disrupting-business-strategy>

Email a Learning Advisor:

Tammie Long
tammie.long@emory.edu

Call a Learning Advisor:

Tammie Long
404-544-9104

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