Disruptive Innovation and Strategic Market Adaptation Training Course



23 - 27 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #INN8136_114098

Course Introduction / Overview:

In today's hyper-competitive landscape, the ability to anticipate and adapt to disruptive forces is no longer a competitive advantage but a fundamental requirement for survival and growth. This course provides a comprehensive framework for understanding the dynamics of disruptive technology and formulating robust market adaptation strategies. Drawing upon the seminal work of scholars like Clayton M. Christensen, author of "The Innovator's Dilemma", we will explore how established companies can be upended by new entrants and how they can, in turn, become the disruptors. This program moves beyond theoretical concepts to offer actionable insights and practical frameworks for navigating technological shifts, from AI and blockchain to the Internet of Things. Participants will learn to identify emerging threats, evaluate new market opportunities, and realign their business models for sustained relevance. BIG BEN Training Center has designed this immersive experience to equip leaders with the strategic foresight and agile leadership skills necessary to not only withstand market turbulence but to harness it for unprecedented success and innovation.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and C-Suite Executives.
- Vice Presidents and Directors.
- Senior Managers and Department Heads.
- Strategic Planners and Corporate Strategists.
- Product Managers and Innovation Leaders.
- Research and Development (R&D) Professionals.
- Business Development Managers.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Technology and Software Development.
- Banking, Finance, and Insurance (FinTech & InsurTech).
- Healthcare and Pharmaceuticals (HealthTech).
- Retail and E-commerce.
- Manufacturing and Supply Chain (Industry 4.0).
- Telecommunications and Media.
- Energy and Utilities.
- Governmental and Public Sector Organizations.

Target Organizations Departments:

- Strategic Planning and Corporate Development.
- Research and Development (R&D).
- Product Management and Development.
- Marketing and Sales.
- Business Development and Partnerships.
- Operations and Supply Chain Management.
- Innovation and Transformation Offices.
- Executive Leadership and Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze the core principles of disruptive innovation theory and its real-world applications.
- Identify potential disruptive threats and opportunities within their specific industry.
- Develop frameworks for assessing the impact of emerging technologies on their business models.
- Formulate agile and resilient market adaptation strategies.
- Master tools for business model innovation, such as the Business Model Canvas.
- Lead organizational change to foster a culture of continuous innovation.
- Implement strategic foresight and technology forecasting techniques.
- Evaluate and manage the risks associated with pursuing innovative ventures.
- Build and leverage strategic ecosystems to enhance competitive advantage.
- Create a practical action plan for future-proofing their organization against disruption.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participants' professional challenges. We believe that deep learning occurs through active engagement, not passive listening. Therefore, this course integrates a dynamic blend of expert-led presentations, in-depth case study analyses of companies like Netflix, Uber, and Kodak, and collaborative group workshops. Participants will work in teams on practical exercises, applying concepts like the Business Model Canvas and Blue Ocean Strategy to real-world scenarios. Interactive discussions and peer-to-peer learning are heavily encouraged, creating a rich environment for sharing diverse perspectives and experiences. The facilitator will guide participants through complex topics, providing personalized feedback and ensuring that theoretical knowledge is translated into actionable strategies. The program emphasizes a hands-on approach, ensuring that attendees leave with not just new knowledge, but also the confidence and tools to implement change and drive innovation within their own organizations.

Course Agenda (Course Units):

Unit One: Understanding the Landscape of Disruption

- Defining disruptive innovation versus sustaining innovation.
- Historical context and the work of Clayton M. Christensen.
- The technology adoption lifecycle and its relevance.
- Identifying the key drivers of market disruption today.
- Analyzing the innovator's dilemma in established companies.
- Case studies of classic market disruptions.
- Differentiating between low-end and new-market disruptions.

Unit Two: Scanning the Horizon for Threats and Opportunities

- Techniques for environmental scanning and trend analysis.
- Introduction to strategic foresight and technology forecasting.
- Conducting a comprehensive competitive landscape analysis.
- Identifying weak signals and early indicators of change.
- Mapping value chains to uncover vulnerabilities.
- Leveraging competitive intelligence for strategic advantage.
- Tools for assessing the disruptive potential of new technologies.

Unit Three: Formulating Adaptive Business Strategies

- Introduction to business model innovation.
- Utilizing the Business Model Canvas to deconstruct and redesign models.
- Exploring Blue Ocean Strategy to create uncontested market space.
- Developing platform and ecosystem-based business models.
- Strategies for responding to a competitor's disruptive move.
- Balancing the core business with new growth ventures.
- Financial modeling for innovative and uncertain projects.

Unit Four: Leading and Cultivating a Culture of Innovation

- The role of leadership in driving transformation.
- Principles of agile leadership and decision-making.
- Building a corporate culture that embraces experimentation and failure.
- Strategies for overcoming organizational resistance to change.
- Managing an innovation portfolio and resource allocation.
- Implementing open innovation and corporate venturing models.
- Fostering psychological safety to encourage risk-taking.

Unit Five: Executing Strategy and Future-Proofing the Organization

- Developing a roadmap for implementing adaptation strategies.
- Key performance indicators (KPIs) for measuring innovation success.
- Building organizational resilience and strategic agility.
- The ethics of disruptive technologies and corporate responsibility.
- Final workshop on developing a personalized disruption response plan.
- Case studies of successful corporate adaptation and transformation.
- Creating a continuous learning loop for ongoing strategic renewal.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of constant disruption, is long-term strategic planning still relevant, or should organizations focus solely on short-term agility and responsiveness?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond a purely theoretical examination of disruptive technology to focus intensely on the practical formulation and execution of adaptive strategy. While many programs discuss what disruption is, we concentrate on what to do about it. Our curriculum is built on a dual foundation of classic, proven theories from thought leaders like Clayton M. Christensen and contemporary, real-world case studies, ensuring participants receive a balanced and relevant perspective. Unlike courses that may focus on a single technology, we provide a holistic framework for analyzing any emerging trend, from AI to quantum computing, making the skills learned here perpetually applicable. The methodology emphasizes strategic thinking and leadership over technical jargon, making it accessible and valuable for executives across all functions. The capstone of the course is the development of a personalized disruption response plan, ensuring that every participant leaves not just with knowledge, but with a tangible, actionable roadmap to begin future-proofing their organization immediately.