Navigating Disruptive Innovation and Technology Trends Training Course



21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #RD5984_283839

Course Introduction / Overview:

In today's hyper-competitive landscape, the ability to anticipate and respond to disruptive forces is no longer a luxury but a core survival skill for any organization. This course provides a comprehensive framework for understanding, managing, and harnessing the power of disruptive innovation and emerging technology trends. Drawing upon the foundational theories of acclaimed academic Clayton M. Christensen, particularly from his influential book "The Innovator's Dilemma", participants will move beyond theory to practical application. We will explore how established companies can cultivate an environment that fosters innovation without jeopardizing their core business. This program is meticulously designed to equip leaders with the strategic foresight and operational agility needed to navigate the complexities of digital transformation. BIG BEN Training Center has developed this curriculum to empower professionals to not only react to change but to become the architects of their industry's future, ensuring sustainable growth and a lasting competitive advantage in an era of constant technological upheaval. This journey will transform your perspective on market threats, turning them into unparalleled opportunities for growth and reinvention.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Senior Executives.
- Vice Presidents and Directors of Strategy and Innovation.
- Research and Development (R&D) Managers and Team Leaders.
- Product Managers and Product Development Specialists.
- Business Development Managers.
- IT and Technology Leaders.
- Marketing and Sales Directors.
- Entrepreneurs and Business Owners.
- Strategic Planners and Corporate Strategists.
- Consultants specializing in technology and business transformation.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and FinTech.
- Healthcare and HealthTech.
- Manufacturing and Industrial Automation.
- Retail and E-commerce.
- Energy and Utilities.
- Automotive and Transportation.
- Pharmaceuticals and Biotechnology.
- Government Agencies and Public Sector Organizations.
- Education and EdTech.

Target Organizations Departments:

- Executive Leadership and C-Suite.
- Strategy and Corporate Planning.
- Research and Development (R&D).
- Product Management and Development.
- Information Technology (IT).
- Marketing and Sales.
- Operations Management.
- Business Development.
- Human Resources (for change management and talent).
- Finance and Investment.

Course Offerings:

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

- Analyze the core principles of disruptive innovation theory and differentiate it from sustaining innovation.
- Develop robust frameworks for identifying and assessing emerging technology trends like AI, IoT, and blockchain.
- Formulate proactive strategies to respond to market disruption and competitive threats.
- Design and evaluate innovative business models that leverage new technologies.
- Cultivate an organizational culture that encourages experimentation, agility, and intrapreneurship.
- Lead change management initiatives to support the adoption of new technologies and processes.
- Apply strategic foresight tools to anticipate future market shifts and opportunities.
- Master techniques for managing an innovation portfolio, balancing core business with new ventures.
- Evaluate the successes and failures of prominent companies through in-depth case study analysis.
- Create a personalized action plan to drive innovation and technological adoption within their organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning. We move beyond traditional lectures to create a dynamic learning environment centered on real-world challenges. The course heavily utilizes the case study method, dissecting the strategic decisions of companies that successfully navigated disruption and those that failed, providing deep, actionable insights. Interactive workshops and group brainstorming sessions encourage collaborative problem-solving and the exchange of diverse perspectives. Participants will engage in simulation exercises that challenge them to make critical decisions in the face of technological uncertainty. Our expert facilitators guide participants through the application of strategic frameworks like the Business Model Canvas and Blue Ocean Strategy. Ample time is dedicated to peer-to-peer learning, feedback sessions, and developing a personal innovation action plan. This blended approach ensures a comprehensive understanding of both the theory and the practical leadership skills required to drive technological innovation.

Course Agenda (Course Units):

Unit One: Foundations of Disruptive Innovation

- Defining disruptive innovation versus sustaining innovation.
- Exploring the core principles from Clayton M. Christensen's "The Innovator's Dilemma".
- Historical case studies of disruption: Kodak, Blockbuster, and Nokia.
- Understanding the mechanisms of market entry for disruptors.
- The role of new technologies in enabling disruption.
- Identifying the signals of potential disruption in your industry.
- The innovator's mindset: Shifting from threat perception to opportunity recognition.

Unit Two: Identifying and Analyzing Technology Trends

- Frameworks for technology forecasting and trend spotting.
- Deep dive into key emerging technologies: Artificial Intelligence (AI) and Machine Learning.
- Understanding the impact of Blockchain and Distributed Ledger Technology.
- Exploring the Internet of Things (IoT) and its business applications.
- Analyzing the technology adoption lifecycle and its strategic implications.
- Methods for technology scouting and building an innovation ecosystem.
- Assessing the potential ROI and strategic fit of new technologies.

Unit Three: Formulating an Innovation Strategy

- Aligning innovation initiatives with overall corporate strategy.
- Developing a balanced innovation portfolio: Core, adjacent, and transformational.
- Applying Blue Ocean Strategy to create uncontested market space.
- Designing and testing new business models using the Business Model Canvas.
- Strategies for established companies: Corporate venturing, incubators, and acquisitions.
- Open innovation: Collaborating with startups, universities, and external partners.
- Resource allocation for innovation in the face of internal resistance.

Unit Four: Building a Culture of Innovation and Agility

- Fostering psychological safety to encourage risk-taking and experimentation.
- Implementing Agile and Lean Startup methodologies in a corporate setting.
- Leading organizational change to overcome resistance to new ideas.
- Designing organizational structures that support innovation (e.g., ambidextrous organizations).
- Metrics and KPIs for measuring innovation success beyond traditional ROI.
- The role of leadership in championing and sponsoring innovation projects.
- Developing intrapreneurship programs to unlock internal talent.

Unit Five: Leading Through Disruption and Future-Proofing the Organization

- Developing leadership skills for managing uncertainty and ambiguity.
- Building organizational resilience to adapt to continuous change.
- Advanced case studies: Amazon, Netflix, and Tesla's strategic pivots.
- Ethical considerations and social impact of disruptive technologies.
- Scenario planning and strategic foresight for long-term planning.
- Crafting a compelling vision for a technology-driven future.
- Developing a personal leadership action plan for driving innovation.

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:

How can organizations balance the pursuit of disruptive innovation with their social and ethical responsibilities to employees and communities affected by technological change?

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

This course distinguishes itself by moving beyond a purely theoretical examination of disruptive innovation to a deeply practical and strategic leadership program. While many courses focus on defining emerging technologies, our curriculum is uniquely structured around the managerial and organizational challenges of *implementing* change. We emphasize the development of strategic foresight, teaching participants not just to react to current trends but to anticipate future ones. The program integrates foundational academic frameworks, such as those by Clayton M. Christensen, with actionable business tools like the Business Model Canvas and Blue Ocean Strategy, ensuring a robust and applicable learning experience. Unlike programs that may focus narrowly on technology, this course adopts a holistic perspective, dedicating significant time to the critical elements of fostering an innovative culture, leading organizational change, and managing the human side of disruption. The emphasis on interactive case studies, peer-to-peer collaboration, and the creation of a personal action plan ensures that participants leave not just with knowledge, but with a clear, customized roadmap for driving meaningful innovation within their own organizations.