

THE  
**REACH**  
SERIES

strategic leadership  
for senior executives



ENHANCED  
ONLINE  
PROGRAM

# Strategies For Managing Disruptive Digital Change

## Protect and empower your organization

September 24 - October 29, 2020

- 6 interactive digital modules over 6 weeks

This program will help senior managers/directors and executives from any business sector develop and implement a comprehensive strategic response to disruptive digital change in their industry.

Participants will quickly develop the ability to:

1. Understand and anticipate the business threats and opportunities that global technologies have created
2. Prepare their organization to survive disruptive digital change in the business environment
3. Respond with disruptive strategies of their own

### Top 3 Reasons to Choose This Program:

A strategy-focused course with a foundation in emerging technology to teach business leaders to survive and thrive in the face of disruptive threats from global competition.

A uniquely Canadian focus geared to national and regional regulatory, political and geographic differences.

Finish the course with a personalized digital strategy focused on transforming an organizational issue of your choice, facilitated by expert coaches with decades of strategic consulting experience.



Rich Virtual Classroom  
& Self-paced Activities

Pre Recorded Lectures blending theory and examples to illustrate key concepts

Reading & Viewing Lists of reference material for doing deeper dives

Engaging Worksheets for hands-on experience with concepts

Relevant Case Studies spanning numerous industries

Weekly Workshops furnishing an opportunity for group discussion, sharing & learning



**Benefit by attending with participants from other regions in Canada!**  
Delivered simultaneously by select University Executive Education Network partner schools:



21 CPD

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Schulich  
School of Business  
Executive Education Centre



# Strategies For Managing Disruptive Digital Change

## Disruptive strategies dominate the business landscape. What's yours?

Powered by digital technologies, new start-ups and established organizations are rapidly creating innovative business opportunities and are challenging traditional business models. Canadian businesses compete with each other locally but the true threat comes from competitors that create global impact using disruptive technologies: Uber threatens local taxi firms; Netflix challenges Canadian cable companies; and Canadian banks now see Apple as a non-traditional financial service rival.

Featuring a unique Canadian focus, this program takes a holistic view incorporating strategy, technology and organizational change to equip executives and directors with a local/global perspective on how to prepare for disruption. Participants will learn how to develop defensive strategies against digital technology threats, and by the end of the program will be ready to create and implement their own innovative and competitive disruptive strategy. In short, your disruptive strategy should anticipate competitors' digital strategies and your strategy should plan to take advantage of current and near-term anticipated digital technologies.

### What You Will Learn

1. Identify disruptive threats to your business
2. Pinpoint disruptive opportunities for new or augmented businesses
3. Prepare a disruptive strategy roadmap that creates value and blunts the competition
4. Coach and prepare the organization (culture, process, structure) for disruptive change
5. Mentor and prepare individuals, managers, executives, and themselves for disruptive change
6. Understand how digital technologies enable disruptive change
7. Know which technologies, such as AI, Internet of Things, Blockchain, etc., will impact your business from a managerial perspective, and where to rely on future impact potential

### Participant Profile

- Senior executives responsible for defining corporate and digital strategies
- Senior managers/directors who must implement digital strategies, including organizational change and technology implementation
- Senior advisers (consultants, legal advisers, strategists) who guide organizations in the development and implementation of disruptive strategies
- Emerging leaders who need to hone their strategic skillsets to propel their careers towards senior leadership.
- Individual entrepreneurs and start-up organizations who are establishing new disruptive business ventures

### Work on Your Own Custom Action Learning Proposal

Participants will prepare a disruptive strategy roadmap on an organizational issue of their choice that creates value and blunts the competition.

This will be accomplished in part through a custom Action Learning Proposal that addresses a strategic disruption issue in their organization, or potentially provides a plan for a disruptive business start-up. SEEC Faculty members will provide coaching and mentorship to participants on their ALP.

Your disruptive strategy will rely on current digital technologies (such as mobile and cloud technologies) and anticipate near-term enhanced technologies (such as location sensing) and or new concept technologies (such as Artificial Intelligence and Blockchain) with the potential to disrupt your industry.

#### Need More Info?

For program content-related questions or to discuss your participation, contact us through Live Chat on our website, call 416.736.5079 or email [execedinfo@schulich.yorku.ca](mailto:execedinfo@schulich.yorku.ca)

# Overview of Learning

## Module 1 • Thursday, Sep. 24, 2020

Virtual Classroom: 1-3 pm EDT / 2-4 pm ADT

### Organizational Readiness

A deconstruction of your organization to understand the critical components of a digital strategy and your preparedness to plan and execute it. We situate and discuss participating organizations among our broader readiness survey.

### Opportunity Identification

An identification of challenges or opportunities within your organization or industry that are ripe for disruption. This culminates in a reframing of these opportunities to prime them for disruption.

#### Virtual Classroom & Self-paced Activities

- Instructor videos
- Reading list
- Readiness survey
- Group discussion

## Module 2 • Thursday, Oct. 1, 2020

Virtual Classroom: 1-3 pm EDT / 2-4 pm ADT

### What is Disruptive Innovation?

Introduction to key concepts within disruptive innovation, based upon the theories of Clayton Christensen. This enables an understanding of what makes different technologies, business models, and organizations disruptive and how they disrupt.

### Economics of Disruption

An elaboration of the economic drivers of disruptive technologies and business models to understand what makes them tick. The result is a better understanding of the core of disruptive potential within your industry.

#### Virtual Classroom & Self-paced Activities

- Instructor videos
- Reading list
- Reframing activity
- Tech examples
- Case study
- Group discussion

## Module 3 • Thursday, Oct. 8, 2020

Virtual Classroom: 1-3 pm EDT / 2-4 pm ADT

### Industry Perspectives

Discussion of a variety of industries – finance, healthcare, communication, manufacturing, and more – to understand how organizations adjacent to yours are leveraging disruptive innovation to help spark ideas on new approaches and business models that could translate back to your industry.

### Competition from All Sides

An investigation of the three key sources of modern disruption: industry incumbents, digital giants, and tech startups. We identify the potential threat posed by each, how to stay ahead of them, or where to win & lose strategically.

#### Virtual Classroom & Self-paced Activities

- Instructor videos
- Reading list
- Competitor activity
- Case study
- Group discussion

## Module 4 • Thursday, Oct. 15, 2020

Virtual Classroom: 1-3 pm EDT / 2-4 pm ADT

### Organizational Implications

A focus on the human implications of transformation to ensure that when organizations deploy disruptive technologies, the people don't fall through the cracks. We discuss how to modernize your workforce and integrate technology in new ways.

### Strategic Roadmapping

Introduction of a strategic framework for disruptive innovation and guidance through the development of a roadmap that tangibilizes the strategy. We focus on foundational & accelerator technologies alongside the metrics to monitor success.

#### Virtual Classroom & Self-paced Activities

- Instructor videos
- Reading list
- Roadmap activity
- Case study
- Group discussion

## Module 5 • Thursday, Oct. 22, 2020

Virtual Classroom: 1-3 pm EDT / 2-4 pm ADT

### Implementation

A consideration of many of the details of executing a digital strategy, including: perspectives on resource requirements, timeline considerations, internal capability development, and vendor management.

### Society & Ethics

The final core module takes a step back to look at the human implications of constant disruption. We break down how technologies can be both good and bad and how, as developers of these new approaches, organizations should be aware of their implications.

#### Virtual Classroom & Self-paced Activities

- Instructor videos
- Reading list
- Case study
- Group discussion

## Module 6 • Thursday, Oct. 29, 2020

Virtual Classroom: 1-3 pm EDT / 2-4 pm ADT

### Strategy Coaching

The end of our program has participants completing a capstone project in the form of a presentation of a disruptive strategy to their organization's senior leadership. Students will be guided in the development of their presentation by the program facilitators who have decades of consulting experience between them.

#### Virtual Classroom & Self-paced Activities

- Strategy coaching & feedback
- Personalized reading list
- Group presentations

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<https://seec.online/12890>

# Strategies For Managing Disruptive Digital Change

Sep. 24 - Oct. 29, 2020 • 6 interactive digital modules over 6 weeks

## Valuable for both individual executives and for their organizations.

**Individual executives** will gain a set of skills and perspectives on how to lead and implement transformative change with digital technologies. This program will empower new executives, giving them the tools, thinking and project planning to propel them forward.

The program culminates with an application of theory and concepts to a practical “at work” challenge that each individual should identify from their organization. The takeaway from the program will be an action plan to address the transformation challenges.

**Organizations** will benefit when several of their leaders participate in the program, bringing a collective view to understand and address the transformational challenge. For organizations, the final action plan will be ready for executive review and quick start-up.

## Featuring Two Highly Rated Facilitators



### Ron Babin, DBA

Dr. Babin is an experienced information technology adviser and teacher.

His management-consulting career of 30 years has allowed him to understand the impact of information technology at hundreds of client organizations. Dr. Babin is also the program director of the Centre of Excellence in Disruption and Transformation at SEEC.



### Shane Saunderson

Shane Saunderson is an experienced management consultant, a seasoned entrepreneur, and

Design Thinking expert. Part engineer, part businessman, and part creative, Shane is currently completing a PhD at the University of Toronto on the psychological and organizational implications of automation technologies (such as robotics and AI) as they become further embedded them into our workplaces and lives.

## Registration Details

### Upcoming Session

September 24 - October 29, 2020

6 interactive digital modules over 6 weeks featuring virtual classroom & self-paced activities.

Virtual classroom sessions run Thursdays:  
1:00-3:00 pm EDT / 2:00-4:00 pm ADT

### Tuition & Registration Details

**Program Tuition:** \$4,150 + applicable taxes. This includes instruction and all seminar materials.

**Special Team Savings:** Save \$150 each when two or more team members from the same organization register for this program at the same time.

**Please Note:** Fees, dates, speakers and applicable taxes are subject to change. Our liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 15 days in advance of the seminar start date. Late transfer requests, less than 15 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 15 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 15 days prior to the seminar will be subject to a \$500 administration fee. Participants must attend all program days and fulfill all program requirements in order to receive a certificate.

### Complete Registration Details

See: [seec.online/FAQ](http://seec.online/FAQ)

### Technical Requirements

See: [seec.online/techreq](http://seec.online/techreq)

### Contact Us

For program content and administrative inquiries, please call us at 416.736.5079 (1.800.667.9380 toll free), or email us at [exceedinfo@schulich.yorku.ca](mailto:exceedinfo@schulich.yorku.ca).