

# Business Innovation Series

*proudly supporting The Harvard Club of Victoria's Non-Profit Fellowship*

## Competitive Advantage and Disruption

**2 Day Series | \$1795 per student**  
(\$1495 for Alumni and Sponsor Nominated Participants)  
[www.trybooking.com/PEZG](http://www.trybooking.com/PEZG)

### Location

EY Office - 8 Exhibition Street, Melbourne VIC 3000

### Dates

Friday June 23rd 2017  
Friday July 28th 2017

### Time

9am to 5pm

### Series Contact

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This program is conducted over 2 days and the fee covers: study resources, case study material, program administration, venue, lunch, and academic expenses.  
Net proceeds will be donated to the Harvard Club of Victoria's Non-Profit Fellowship.

For many business leaders, disruption is a very frightening concept. The demise of Kodak, Blockbuster, Garmin and other once-thriving companies is clear evidence that disruption can indeed occur across a wide range of industries. But disruption need not be fatal – it can not only be survived, it can be anticipated and managed. Moreover, disruption can become a successful strategy for organisations that understand their core strengths and their industry. This series will draw on the experiences of Australian companies to illustrate effective ways of dealing with disruption.

## WHAT YOU CAN EXPECT

By balancing structured thinking with effective execution, this Business Innovation Series presents new ways to think about disruption day-to-day as well as helping your company create and sustain competitive advantage over the long term. By doing so, you'll be better able to help increase your company's options for the future and keep your own professional development on the edge of 21st century leadership.

## YOUR PROGRAM OF STUDY

Focused on the experiences and practices of some of today's most successful companies, this Series offers insights into a range of product, service and organisational disruption challenges and opportunities. Specifically, you'll explore ways to assess disruptive technologies and concepts, recognise potential disruptive threats and opportunities, and engage and motivate your colleagues to embrace disruption as an ongoing part of the business environment.

Specific learning outcomes include understanding and being able to apply effectively:

1. The theory of disruption as initially developed by Clayton Christensen
2. Subsequent theories of disruption, both supply side and demand side
3. How to recognise disruptive threats and respond effectively to them
4. How to create and exploit opportunities for disrupting others
5. The early warning signs of disruption and developing options to create the future
6. The “jobs to be done” approach to finding opportunities for disruption
7. The industry circumstances that can affect disruption
8. Digital disruption as a particularly important type of disruption
9. The importance of leadership in successfully navigating a disruptive landscape

## WHO IS RIGHT FOR THE PROGRAM

The program is designed for business owners, professionals, and managers from all sectors and industries. It is also very well suited for knowledge workers, advisers, and managers from a variety of functional business areas, such as marketing, sales, finance, operations and HR. Cross-functional or intradepartmental teams are encouraged to apply.

It's also a terrific opportunity for professional advisers to come along with key client staff that you serve. Applicants will be accepted on a first come basis. A maximum of 60 places are available.

## THE HARVARD CASE STUDY METHOD AND PROFESSIONAL NETWORKS

The Business Innovation Series uses the Case Study method pioneered by Harvard Business School. As a core element of your learning experience, the case study method is an educational innovation well suited to studying the greatest challenges confronting leading companies, non-profits, and government organisations—complete with the constraints and incomplete information found in the real business environment.

Students are placed in the role of the decision maker. There are no simple solutions; yet through the dynamic process of exchanging perspectives, countering and defending points, and building on each other's ideas, students build skills in analysing business issues, exercising judgement, and making difficult decisions—the hallmarks of skilful leadership.

There will be opportunities immediately after each class to meet and network amongst faculty, students, and guest business leaders.

**BOOK NOW**

[www.trybooking.com/PEZG](http://www.trybooking.com/PEZG)

For more information visit  
[www.harvardclubofvictoria.org.au](http://www.harvardclubofvictoria.org.au)

## CASE STUDIES IN THE SERIES

During the Series students will study the disruption challenges and opportunities facing the following five organisations:



## FACULTY

The Business Innovation Series has been developed by and is taught by Harvard Business School graduates and former faculty who are widely recognised as skilled educators, researchers - and actual corporate innovators and entrepreneurs. Through consulting, innovation project leadership and teaching, our faculty leverage their business expertise and research to share leading concepts that shape the practice of innovation and leadership by their students. Our 2017 Faculty are Professor Michael Vitale and Doctor Stephen Spring.

### Professor Michael Vitale

Michael graduated from Harvard Business School with an MBA in 1982 and served on the Harvard faculty until 1988. He has co-founded 4 companies and moved to Australia to become the Foundation Professor of Information Systems at the University of Melbourne. He has been a faculty member at Melbourne Business School, Monash University and Dean of the Australian Graduate School of Management (AGSM). He co-developed the Master of Management (Innovation) course at Melbourne University and teaches entrepreneurship at Melbourne Business School and the Melbourne School of Engineering.



### Dr. Stephen Spring

Stephen has a Bachelor of Engineering from Monash University, an MBA from Harvard Business School and a PhD from the Australian Graduate School of Entrepreneurship at Swinburne University. Stephen's PhD explored how large Australian company boards influence corporate entrepreneurship. He is an adjunct faculty member at the University of Adelaide and was a Senior Teaching Fellow at the Australian Graduate School of Entrepreneurship.



During his career Stephen has built oil rigs, consulted with McKinsey & Company, managed a start-up fish-farm, managed business development for Amcor, founded an internet start-up, and more recently established an electronic parcel locker business serving the Australian and American markets.

## APPLICATIONS CLOSING DATE: JUNE 15TH 2017

Due to the high level of demand for places and prior preparation time required before the first class, applications and payment must be made prior to June 15th 2017.

Since qualified candidates are admitted on a rolling, space-available basis, early applications are encouraged. Although there are no formal educational requirements, proficiency in written and spoken English is essential. Because the Business Innovation Series enhances the innovation capacity of the participants, and their organisations, participants are expected to be well prepared for each class and are required to actively participate in study groups and class sessions. Participating organisations in the past have found having at least 2 colleagues attend has helped with the creation and implementation of innovation initiatives post workshop.



The Business Innovation Series is being administered by The Human Performance Company with the net proceeds being donated to the Harvard Club of Victoria's Non-profit Fellowship. These Fellowships enable up to 3 Victorian CEO's of Non-Profits to attend Harvard Business School's program 'Strategic Perspectives in Non-profit Management', in Boston each year. The Harvard Club of Victoria thanks EY, Harvard Business Publishing, Your Business Network, Full Circle Feedback, the Human Performance Company and the Business Innovation Series Faculty for their support of the Non-Profit Fellowship.