

THE BUSINESS INFLUENTIALS
SERIES PRESENTS

PROFESSOR CLAYTON

AUTHOR

“THE INNOVATOR’S DILEMMA”

CHRISTENSEN

THE WORLD’S MOST *influential* BUSINESS THINKER

DISRUPTIVE INNOVATION & THE ROLE OF MANAGEMENT
CREATING NEW GROWTH OPPORTUNITIES

His work profoundly influenced Apple co-founder **STEVE JOBS**, Business Magnate & NY City Mayor, **MICHAEL BLOOMBERG** and Intel CEO, **ANDY GROVE** – some of the greatest business leaders of our time

Harvard Business School Professor Clayton Christensen is the world’s foremost authority on **innovation strategy** and **growth** and the architect of **Disruptive Innovation Theory**.

He revolutionised our thinking on traditional business models when he wrote one of the most provocative and important business books ever written, “**The Innovator’s Dilemma**”, based on a radical idea that great companies fail precisely because they do everything right.

Steve Jobs told people that he had been deeply influenced by Professor Christensen’s book. **Michael Bloomberg** sent copies of it to fifty of his friends.

Intel CEO **Andy Grove** stood up at the COMDEX trade show in Las Vegas holding a copy of the book and told the audience that it was the most important book he’d read in ten years.

Professor Christensen’s most recent work, “**How Will You Measure Your Life?**” has been described by Forbes as; “*One of the surprisingly powerful books of personal philosophy of the 21st Century*”

NOW, FOR THE FIRST TIME, PROFESSOR
CLAYTON CHRISTENSEN WILL DELIVER
A SEMINAR FOR **AUSTRALIAN** AND
NEW ZEALAND BUSINESS LEADERS

NOV
4
AUCKLAND

NOV
6
SYDNEY

NOV
7
MELBOURNE

“Breaking an old business model is always going to require leaders to follow their instinct. There will always be persuasive reasons not to take a risk. But if you only do what worked in the past, you will wake up one day and find that you’ve been passed by”.

Professor Christensen



BUSINESSINFLUENTIALS.COM

THE WORLD IS CHANGING AT A RAPID RATE

Changes that used to take place in an industry over 10-20 years are now taking place in 3-5 years.

Organisations must constantly reinvent themselves based on the demands of the economy, the industry, the company, and customers in order to be a relevant and dominant player in their business.

Your competitor is now market transitions and it is your ability to get the business model right, ahead of your competitors, which will determine the future success of your company or organisation.

In this seminar Professor Christensen will share his established work and new theories. He will discuss established or entrenched management practices that could be threatening innovation and growth.

ABOUT CLAYTON CHRISTENSEN

Regarded as one of the world's most foremost experts on innovation and growth, Clayton M. Christensen is the Kim B. Clark Professor of Business Administration at the Harvard Business School. He is the architect of Disruptive Innovation theory.

He is widely sought after as a speaker, advisor and board member. His research has been applied to national economies, start-up and Fortune 50 companies, as well as to early- and late-stage investing.

He was named number 1 business thinker in the world and awarded with Thinkers50 Innovation Award in November of 2011.

Christensen is the best-selling and award-winning author of eight books, and released his newest book in the spring of 2012 - "How Will You Measure Your Life?" (HarperCollins 2012). His seminal work, "The Innovator's Dilemma" (Harvard Business School Press 1997), received the Global Business Book Award for the Best Business Book of the Year in 1997; was a *New York Times* best-seller; has been translated into more than 10 languages; and is sold in more than 25 countries. It has become essential reading for business and organisation leaders around the world.

Christensen founded Innosight Institute, a non-profit think tank, in 2008 to further examine and apply his frameworks to the social sector.

Clayton Christensen is a compelling storyteller with immense presence. He relearned how to speak again after a recent stroke, making his message and delivery captivating.

BUSINESSINFLUENTIALS.COM

PROGRAMME

9.00am **Opening Remarks**
MC / Business Commentator

SETTING THE SCENE

9.10am **The Innovation Strategy - Innovation Strategy: Leadership is About Taking Risks.**
A New Zealand/Australian perspective delivered by two influential business leaders

9.50am Introduction of Professor Clayton Christensen

10.00am **Professor Clayton Christensen**

THE INNOVATOR'S DILEMMA

"The puzzle that I was trying to understand was that most companies which are widely regarded as unassailable, are to be found, a decade or two later, in the middle of the pack or at the bottom of the heap.... how was it that even the smartest people find success so hard to sustain? I reached the strangest conclusion is that there truly is an innovator's dilemma. 'Doing the right thing' will kill you."

Professor Christensen

- An overview of the Theory of Disruptive Innovation.
- The difference between Disruptive, Sustaining and Efficiency Innovations.
- How does the theory of disruptive innovation apply to your business/organisation?
- What could kill you? How could you 'disrupt' your industry?
- Providing a common language and way to frame a problem so that consensus can be reached.

11.00am Morning Tea

11.15am **Professor Clayton Christensen**

DISRUPTING MANAGEMENT SYSTEMS

- An insight into the 'panda's thumbs' of management thinking- dated practices that hinder management decision-making and the profitability of companies.
- Focusing too heavily on gross margins rather than net profit.
- Reducing production costs as a way of avoiding disruption by smaller companies.
- Re-establishing the true role of the GM.
- Business model innovation.
- The "Job to be Done" theory.

12.15am Lunch

12.45am **Professor Christensen's final session followed by a facilitated Panel Discussion**

"Why is it so difficult to pull off the new growth that business model innovation can bring?"

Business leaders and Professor Clayton Christensen

2.00pm Session concludes