

EXECUTIVE EDUCATION > STRATEGY



# Strategy, Innovation and Design Thinking

A renewed focus on how companies craft competitive strategy, accelerate innovation and remain relevant.

**19 - 20 June 2019**

ALSO AVAILABLE AS AN IN-HOUSE PROGRAMME

**Gordon Institute  
of Business Science**  
University of Pretoria

The strategy and innovation landscape has been significantly impacted by the global and local environment of business, and particularly by change, discontinuity, disruption and digitalisation. These factors have had an impact on organisations and their ability to remain relevant, competitive and grow. **The aim of this programme is to equip you with an appreciation and understanding of these trends and changes.** The course also provides innovation and design thinking tools to allow you and your organisation to effectively scan, understand and to innovatively respond to the changes facing organisations.

## Course info



### FACULTY > Abdullah Verachia:

Having presented and consulted in over 60 cities globally, Abdullah, GIBS faculty, has been recognised as a leading speaker, disruptor, strategist and thought leader on competitiveness and the interplay between strategy and disruptive innovation. He holds a Masters in Management (*Cum Laude*) and has also completed executive programmes on strategy and shared value, and also on competitiveness, with Professor Michael Porter's Institute of Strategy and Competitiveness, at Harvard Business School, as well as on broadcast technology at Columbia Business School. Abdullah is also the chief executive officer of The Strategists – a leading strategy consulting firm that helps governments and corporates to craft competitive future strategies.



**FEE >** R 15 700 (includes tuition, instruction material, lunches and refreshments and is VAT exempt).



**DURATION >** Two days



**DATES >** 19 – 20 June 2019



**VENUE >** TWIMS,  
74 Everton Road, Kloof, Durban

### Key focus areas:

- > The interplay between strategy, innovation and the local context;
- > Understanding the contextual environment within which we operate;
- > Managing and leading in the 'new normal';
- > Disruption and disintermediation;
- > Principles of design thinking and strategy ideation;
- > Using innovation and design thinking to address specific business and industry challenges;
- > Building competitive advantage in a complex and hyper-competitive landscape;
- > The nuances of designing strategy and innovation in context; and
- > High-energy ideation sprints to apply learnings to real business challenges.

### Who should attend?

- > General managers, functional directors, executives, senior managers, heads of functional areas and, in particular, C-suite teams who have been thinking about designing and implementing competitive strategy and accelerating their innovation strategy; and
- > Senior executives are encouraged to bring their teams with them to allow for implementation of the concepts and frameworks back in the workplace

### How you will benefit:

At the end of the programme, you will be able to:

- > Understand the latest developments and trends in the global and local economy especially with reference to dynamic markets and South Africa;
- > Scan and understand the competitive landscape;
- > Innovatively respond to change;
- > Understand disruption and disintermediation in an array of sectors;
- > Reflect on the future of the banking, automotive, retail, insurance, telecommunications and tourism industries etc.;
- > Understand who your real competitors are;
- > Build a competitive advantage in a complex and hyper-competitive landscape;
- > Understand how innovation is a key enabler for disruptive thinking in your organisation;
- > Reframe your understanding of key organisational challenges and to use different approaches to addressing them;
- > Incorporate elements of creativity and cognitive flexibility that you can use in your personal leadership journey; and
- > Apply ideation to develop your design thinking capability.

**COURSE HIGHLIGHTS**

- ▼ Latest thinking on disruption and dis-intermediation.
- ▼ Unpack the future of traditional sectors and the new competitive landscape.
- ▼ Rethink the way in which we develop strategy and innovate, and develop new tools to do so.
- ▼ Apply strategy and design thinking principles to company and sector specific challenges.
- ▼ Practice key learnings and apply them in a high intensity ideation sprint.
- ▼ Enjoy enhanced personal and organisational competitiveness and agility.
- ▼ Craft competitive strategy in a new normal.



For enquiries call **+27 (0)11 771 4326** or email **vickers@gibs.co.za**

This programme can also be offered in-house for your organisation. Enquire about our Study & Stay packages at our on-site Illovo Hotel.

