

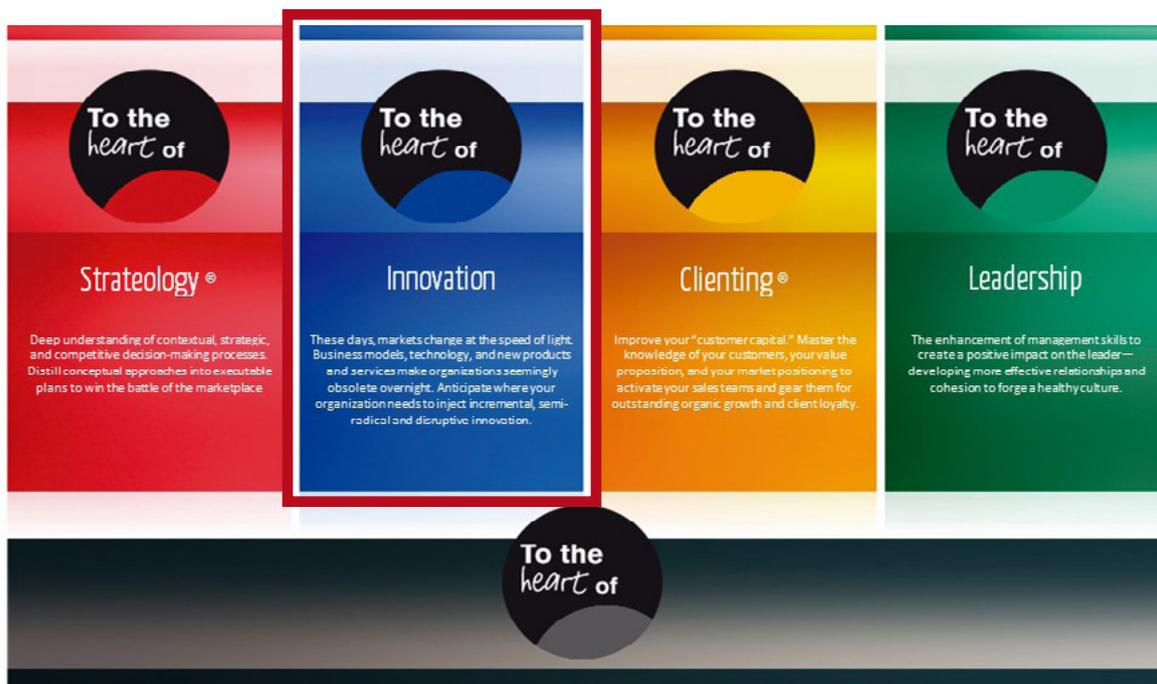
## INNOVATION, DISRUPTION AND VERTIGO CHANGE IN MARKETS

IS YOUR ORGANIZATION DESIGNED TO INNOVATE? THE 6 TERRAINS TO CONQUER.

The economic environment opens new windows to innovate. What can you expect from your economic environment to capture further value? Sources of innovation. Size matters. Is innovation reserved for large corporations? The trap of size and for whom the juiciest innovation opportunities are reserved. Innovation in your market positioning. Which are the winning service strategies?

The competitive landscape determines the type of innovation that best boost your results. Where is your greatest potential? in the customer service, in the speed of developing new products or in your business processes? Identify processes to generate economic value in your business determines to a large extent which internal and external processes needs to be your innovation focus. A look at your value chain; do we need to innovate systematically? When economic value destroyed by innovation. When becoming a follower is the best option. When innovation is not it the best alternative? When is ultimate way for the organization to survive.

Competitive and technological factors that open the door for Amazons, Ubers, Alibabas, Googles, Airbnbs and Teslas. Is market exponential change an opportunity or a threat to your organization?



## MAIN BENEFITS

Observe changes in the environment to effectively manage internal change through innovation. Avoid the operational trap. Revisiting the consequences of foreseeable changes in the eco-system in which the organization competes.

Prevent premature aging of the organization and identify the symptoms. Reverse aging through cultures, structures and profiles that encourage new ideas, flexibility and innovation.

Towards a balanced portfolio of innovations. The trade-offs of new technologies and new business models.

Learning to manage diversity. The integration of the four "mindsets" to propel innovation and focus. How to integrate the three generations co-existing in the organization.

Recognizing the role of collaborative cultures in managing innovation. Create platforms for internal and external collaboration with customers and suppliers.

The importance of personal psychology to lead the changes. Personal motivation for successful digital transformation.

"Intruders" and black holes. Understanding the dynamics and facilitators of the creation of new industries, disruptive businesses and the zero marginal cost economy.

## WHO SHOULD ATTEND THIS PROGRAM?

Presidents, CEOs, general managers, vice-presidents and directors.

Board of directors and executive committee's members. Financial executives, marketing, human resources, trading partners, sales, business development, client management and strategy executives.

Consultants, University professors, Coaches.



## CONTENT AND AGENDA

### SESSION 1: EXPONENTIAL RATE CHANGE AND DISRUPTION IN THE MARKET

Exponential acceleration of market change. Identifying trends that will affect our business. The zero marginal cost economy and democratization. The “death” of capitalism. Strategic innovation: black holes and the creation of new industries. Innovation occurs at multiple levels: market position, business model, products and services and culture. There is also a dimension of technology that introduces a faster pace of change and facilitate new industries emergence. We will develop plans on how to mitigate risks, mainly for industry leaders.

### SESSION 2: INNOVATION IN MARKET POSITIONING. WHERE WILL YOU PLAY?

Avoid the “fall of the colossus” and invigorate your business. The battle between generalists and specialists. Market polarization. The rule of three. Is the multi-specialty the best answer? Why large organizations struggle to innovate. A different view for large corporations. Identify the spaces left open where small businesses can thrive and innovate. Strategic value propositions and competitive terrains. Not all customers want and demand the same kind of value; nor they expect a single vendor to deliver all possible value propositions. Identifying your competitive field.

### SESSION 3: INNOVATION IN THE BUSINESS MODEL. HOW WILL YOU WIN?

Business models: one or more than one? Define the four elements of the business model and synchronization levers to improve your financial returns. We will identify your current business model of the organization and the areas for improvement. We will investigate if more than one business model could be the best option to improve performance. Codes of product centered models vs. models focused on the client. What is best for your organization? A holistic approach to innovation management. 8 critical variables. Open and flexible organizations. Look for opportunities of innovation in your customer segments, your value proposition, your business processes and your technology and, finally, in the customer experience.

### SESSION 4: ARE YOU WILLING TO CHANGE THE MARKET RULES? INNOVATE THE VALUE PROPOSITION

Pointing at greater differentiation. The design of your cocktail of unique attributes to win the differentiation space. Definition of the killing attributes of your market value proposition to beat the competition. The six elements of customer’s perceived value. We will work on a methodology to chart our competition attributes and how to open a value gap and conquer the market. Ruptures of the market and warning signs. How to survive one of these breaks. Innovation financing.

### SESSION 5: WHAT KIND OF INNOVATION DO YOU NEED?

The kind of innovations that markets are asking to justify the change. Innovation comes from inventions, experimentation and commercial capacity, sales and innovation culture. Incremental innovations, semi-radical and disruptive. The patterns identified by Amazon, Uber, Alibaba and Airbnb. Are there new categories? How they should be funded. New business models and new technologies play together to create new spaces. Identify the thought process of Starbucks, Apple and Tesla, and outpace them. The “infomediaries”.

### SESSION 6: FORGING AN INNOVATIVE CULTURE

Accelerate the pace of internal innovation can be achieved in several ways. Bring new eyes and voices to analyze the way you operate. Ask new questions and have good conversations. The use of new perspectives. Internally discovering new passions that could be translated into winning initiatives. The exercise of new experiments. Organizational cultures that facilitate innovation. Leanings and organizational deviations that stimulate or numb innovative capacity. The mentality of the innovative leader. Imagination, creativity and innovation.



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- Educate in business
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- Connect with Greatness



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EMENA REGION PRESIDENT, CLIENT SOLUTION  
EMENA REGIO PRESIDENT, COMERCIAL & MARKETING

SLI, S.A.  
FOUNDER & CEO

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Rey Juan Carlos Univ.  
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## I Interest

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INNOVATION VALUE CONSULTOR EXECUTION PEOPLE PROCESSES CULTURE MANAGEMENT  
MOTIVATION PERSONAL DEVELOPMENT ENTREPRENEURSHIP PLANIFICATION LEADERSHIP

