

Chair in  
Digital Economy

we navigate the future

## Disruptive Innovation Leadership Course







The QUT Chair in Digital Economy is a world-leading collaboration between industry, academia and all levels of government that helps organisations build confidence and capability; inspire cultures of innovation; and discover new value to thrive in the digital economy.

Founded in 2015 by QUT in partnership with Queensland Government, Brisbane Marketing, and PwC, the Chair in Digital Economy is led by global leader, Professor Marek Kowalkiewicz, a former Silicon Valley SAP Research Senior Director of Innovation.

We address wicked economic and government policy issues through a unique process of integrating rigorous research with design to provide rapid, unbiased, and visionary solutions. Collaborating with industry and government, and merging research with innovation design is the core of our strength.

The Chair in Digital Economy offers a suite of programs including:



## LEARN

Disruptive Innovation  
Leadership Course

Student Design Jam

Digital MBA

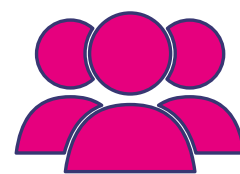


## INSPIRE

Keynotes

Events

Member Network



## CO-CREATE

Innovation Sprints

Strategic Workshops

Exploratory Research



# Disruptive Innovation Leadership Course

This two-day Disruptive Innovation Leadership Course will cultivate future thinking within the leaders of your organisation. This intensive course inspires an opportunity mindset and develops ideation capabilities.

The Disruptive Innovation Leadership Course is a highly interactive executive education program that introduces innovation lenses and the practical skills that can be applied immediately. The course provides leaders with a new way of thinking, builds capability and skills, and enables a culture of innovation.

## PURPOSE

Appreciate the value of opportunity driven innovation

Become proficient in generating venture ideas in a structured way (systemic ideation)

Be able to socialise new thinking paradigms with your staff members

Become comfortable being curious and creative

Learn how to generate venture ideas in a structured way (Industrialising innovation)

Learn how to take an idea to roll out

## LEARNING OUTCOMES

Strategies and approaches for innovation

Innovation lenses for ideation

The two facets for ambidextrous innovation

Confidence and know-how for rapid ideation



# Course Agenda

## DAY 1

### Session 1

#### Official Welcome Awareness

- What is disruptive innovation?
- Problems vs Opportunities for your organisation
- Calculate your organisation's Digital Maturity

### Session 2

#### Comprehension

Introduction to the Innovation Lenses: Derive, Utilise, Proactive Organisation, Oppositional Thinking

### Session 3

#### Execution

Solidify your understanding by applying the innovation lenses to real opportunities.

### Session 4

#### Stand-up ideation

Put your newly acquired skills to the test in a collaborative ideation session over drinks.

## DAY 2

### Session 1

#### Innovation Tour

Visit innovation hubs across QUT campus and see where innovation lenses have been applied to recap yesterday's learnings.

### Session 2

#### Elevator Pitch

It's all in your presentation. Learn how to pitch your new ideas effectively and convincingly.

### Session 3

#### Provocation

Now it's time to put your skills to the test. Apply the innovation lenses to a provocation specific to your organisation.

### Session 4

#### Pitch time



# Disruptive Innovation Leadership Course

The Disruptive Innovation Leadership Course is an investment in your organisation's innovation maturity and culture for change. Delivered by the QUT Chair in Digital Economy team, the course provides leaders and teams with the necessary knowledge and practical skills required to lead transformational change and explore opportunities for organizational growth in the digital economy.

## WHO IS THIS PROGRAM FOR?

CEO & C-suite Executives

Senior Leadership Teams

Digital Transformation Project Teams

Emerging Leaders

Corporate Innovation Leaders

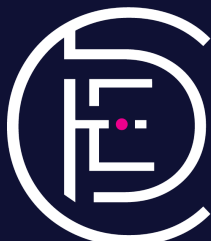
## INVESTMENT

**Tailored Group Programs**  
**\$1,999 per person\***

**Open Sessions\***  
**\$2,499 per person**

\* Minimum group size 25 people  
Content tailored to organisation  
Includes catering & three facilitators

\* Refer to website for scheduled dates  
Includes catering & three facilitators



Chair in  
Digital Economy.

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Thanks to our founding partners

