Disruptive Innovation Management

Leading disruptive innovation: design thinking, lean startup, MVP and pitch

THE PROBLEM

Innovation programmes produce ideas and slide decks, then nothing ships. Teams need a method that takes an idea into the field, tests it with real customers and ends in a decision.

YOU LEAVE WITH

1. An innovation opportunity tested with real customers during a supervised field phase.
2. A minimum viable product and a lean canvas for it.
3. A pitch to your leadership, with a go, change or stop decision.

LEARNING OUTCOMES

- Explain disruptive innovation and recognise it in their sector.
- Apply design thinking and lean startup to a real opportunity.
- Test assumptions with customers and pitch for a decision.

DURATION
Three half-days around a 2–3 week field phase

HANDS-ON
10h00 practice, 1h15 theory (11%), plus field work

FORMATS
In-house

GROUP SIZE
10 to 20 participants

LANGUAGE
English; French on request

TOOLS
Laptop

ATTESTATION
Certificate of attendance

WHO SHOULD ATTEND

Managers and innovation teams, including insurance and financial-services editions.

HOW EVERY AETHEIS COURSE WORKS

Labs first On your own material	**Theory capped** Under 20% of the time	**Atlas follow-up** Day 3, 7 and 30

PROGRAMME

Time	Block	Theory	Practice
Half-day 1	**Disruption and opportunity.** Disruptive innovation; choosing the opportunity	30 min	195 min
Weeks 1–3	**Field phase.** Three customer interviews per team; 30-minute coaching; Atlas	—	Field work
Half-day 2	**Design and MVP.** Insights to concept; MVP and lean canvas	30 min	195 min
Half-day 3	**Pitch and decision.** Pitch to leadership; go, change or stop	15 min	210 min
Total	Breaks not counted	**1h15**	**10h00 plus field**

LABS, ON YOUR OWN MATERIAL

Opportunity choice
The problem worth solving, framed.

Customer interviews
Three per team, in the field.

MVP and lean canvas
The smallest thing that tests the idea.

Pitch
To the people who decide.

WHAT TO BRING

A team of 3 to 5 and one opportunity or customer problem to work on.

AFTER THE COURSE

Atlas, the AI coach on Learn N' Succeed, follows up on your commitment at day 3, 7 and 30. Templates and worksheets stay in your space.

LEARNING PATH

BEFORE
LDR2 Critical and Creative Thinking

THIS COURSE
LDR3 Disruptive Innovation Management

AFTER
LDR5 Lean Venture Design

FORMATS AND PRICE

Rs 54,000 · €1,050 · USD 1,200

per participant

Three half-days and field coaching, excluding VAT
In-house for your team, 10 to 20 participants

Training a whole team?
We run this course in-house, with labs built on your own material →
aetheis.com