

APRIL 24, 2024

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Masterclass on Innovation Strategy



**WOBİ PRESENTS THE
EXCLUSIVE MASTERCLASS ON**

INNOVATION STRATEGY *with*

**VIJAY
GOVINDARAJAN**

*Leading expert on Strategy and
Innovation and Coxie Distinguished
Professor at the Tuck School
of Business*

In this masterclass you will learn:

- Comprehend the transition from Digital to Fusion Strategy and learn how to leverage real-time data and AI to power the future of your organization
- Develop a comprehensive roadmap for your organization's transformation into a real-time data and AI-driven company, ensuring alignment with the principles of Fusion Strategy
- Formulate strategies to become a transformative and disruptive force in your sector



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ABOUT

Vijay Govindarajan

Leading expert on Strategy and Innovation and Coxe Distinguished Professor at the Tuck School of Business

Widely regarded as one of the world's leading experts on strategy and innovation, Vijay Govindarajan is the Coxe Distinguished Professor at the Tuck School of Business at Dartmouth College, and a Faculty Partner in the Silicon Valley incubator Mach 49. Govindarajan has worked with CEOs and top management teams in more than 40% of Fortune 500 firms to discuss, challenge, and elevate their thinking about strategy. A range of influential publications, including Forbes and The Economist, have recognized Govindarajan as one of the world's most influential management thinkers, and his research has won numerous awards for excellence around the globe.

Govindarajan is the author of various books, including the best-sellers *Reverse Innovation* and *Three Box Solution*. His latest book is *Fusion Strategy: How Real-Time Data and AI Will Power the Industrial Future*.



“You cannot get to the future by only leveraging your current competences. Part of competition for the future is about building new capabilities.”

Vijay Govindarajan



WEDNESDAY, APRIL 24th



90 min

(60 minutes keynote + 30 minutes Q&A)

INNOVATION STRATEGY

- How data and AI will power the industrial future and should be at the top of today's leadership agenda
- Understanding the strategy implications of data network effects: A new view of competitive advantage
- How to leverage real-time data and algorithms to unlock value and overcome outmoded strategies, structures, and processes
- A roadmap to becoming a real-time data & AI company: Transforming into a datagraph leader



BENEFITS



Access to the Masterclass with Vijay Govindarajan



Access to the event recordings for 30 days



Opportunity to send questions and have them answered by Vijay Govindarajan during the session



Signed diploma of completion



Executive summary with the event highlights