



ON DEMAND

**WOBI PRESENTS THE EXCLUSIVE
MASTERCLASS ON
STRATEGY AND
INNOVATION with
NATHAN
FURR**

RECOGNIZED AUTHORITY ON
DIGITAL TRANSFORMATION
AND DISRUPTIVE
INNOVATION



**IN THIS MASTERCLASS
YOU WILL LEARN:**

- Understand what disruption is and how to respond effectively to it when it happens to you
- Establish efficient strategies to embed innovative processes in your organization
- Learn how to combine new innovations with the evolving strategic vision of your company
- Discover strategies for cultivating an innovation culture and for managing resistance to innovation within the organization
- Foster new ways to strengthen your organization's capacity to cope with ongoing uncertainty



ABOUT NATHAN FURR

Recognized authority on digital transformation
and disruptive innovation

As a recognized expert in the fields of technology strategy, digital transformation and disruptive innovation, INSEAD Professor **Nathan Furr** helps organizations reposition for growth during periods of uncertainty and disruption. He currently leads INSEAD's technology strategy, digital transformation and innovation courses and has worked closely with global clients to help them transform their innovation efforts.

Professionally, **Furr** has contributed as the founder and advisor to corporations and startups across multiple industries including clean technology and professional and financial services. **Furr** is the author of four award-winning books including *Innovation Capital: How to Compete—and Win—Like the World's Most Innovative Leaders*. His extensive research has appeared in Harvard Business Review, Forbes, and Inc. among others.



All innovation is about need. Any big problem is a big opportunity.

Nathan Furr



MASTERCLASS SESSIONS

SESSION 1

60 min

STRATEGY IN THE AGE OF DISRUPTION

- Bottom-up disruption: what to watch out for and how to beat it
- Top-down disruption: what to watch out for and how to beat it
- Innovation portfolios: 3 types of innovation with case examples

SESSION 2

60 min

INNOVATION FOR CREATING NEW GROWTH

- New ways of working for the era of uncertainty (blue vs red ways of working)
- Understanding the job to be done
- Developing the minimum awesome product
- Experimenting on the go to market strategy

4
SESSIONS

4
HOURS

DIGITAL
MASTERCLASS



MASTERCLASS SESSIONS

SESSION 3

60 min

CREATING A CULTURE OF INNOVATION

- Behaviors of innovative leaders
- Becoming the chief experimenter
- Creating the structure for innovation to happen

SESSION 4

60 min

UNCERTAINTY CAPABILITY

- The missing capability for the age of uncertainty
- The tools for navigating the unknown
- Developing and encouraging uncertainty capability in the organization

4
SESSIONS

4
HOURS

DIGITAL
MASTERCLASS



BENEFITS

- **Full Access:** Access to the On Demand content for 30 days
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- **Multi-Language:** All sessions available in English, Spanish, and Italian
- **Content:** 4 hours of content

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