

# Workshop on Business Innovation and Design: Masterclass Simulation

November 15 & 16, 2018

9:00 am to 6:30 pm

Venue: CEE@IBA, Karachi

## OVERVIEW

This specially crafted workshop, demonstrates effective ways leaders in business can apply innovative thinking to transform their organisations and create leaps in value for their customers, profit and people. You will learn the art of disruptive thinking and how to look at your organisation, competitors and industry from a new perspective – a perspective that could be industry changing. This workshop won't tell you what to think; it will show you how to think. The strategic tools practised in these interactive and dynamic sessions challenge the many assumptions about our business that are often mistaken as truths. It will immediately open your minds up to new ideas and opportunities for your business and product portfolio. And you will learn ways to embed innovative and creative thinking into the business culture. Workshop exercises will integrate real businesses cases so you can immediately understand how disruptive thinking and innovation tools can be applied to your business. It may even plant the seed for a future disruptive innovation.

## LEARNING OUTCOMES

1. Learn the key concepts and methodology of Business Value Innovation.
2. Test Drive the Market Innovation Tools on your Simulated Business Case.
3. Develop and Enhance Strategic Innovation and Design Thinking.

## WHO SHOULD ATTEND?

Senior executive, business owner, head of strategy or an executive from mid to upper level management directly involved in the development of new product and service offerings. Attending this program along with colleagues from your organization will help you make progress on issues affecting your organization and in creating an innovative business model upon return to your office.

## FACULTY

**Javaid Ahmed** is Sr. Fellow Strategy and Innovation and has been Chairperson of the Departments of Marketing and Management-HRD at IoBM from 2003 to 2015. He is a (IFC) Certified Board Director, FCMI-Fellow of the Chartered Management Institute (UK), FCIM-Fellow of the Chartered Institute of Marketing (UK), Member of Mensa and a UK Chartered Engineer. He has a MBA with Distinction from Lancaster University Management School where his empirical research was awarded 1st prize by the now Chartered Management Institute, and a BSc Engineering from King's College, London. He brings to academia over 28 years of a successful top management career with the multinational health care industry including over a decade in Switzerland, Malaysia and the Philippines. He is the recipient of the 2013 Faculty Excellence Award of the International Association of Universities Presidents and has served on the Jury of the Prime Ministers' Corporate Award of Excellence. By invitation he was admitted to the Academic Union, Oxford in 2016.

## TOPICS COVERED

### Visual Awakening

- Understanding the current strategic profile with your "As Is" Business Strategy Canvas Tool
- Understanding your customer pain points with the Buyer Utility Map tool

### Visual Exploration

- Systematically identifying new customers with The Three Tiers of Noncustomers tool
- Systematically thinking out of the box with The Six Paths Framework

### Visual New Business Strategy Creation

- Ideation: Synthetization with the ERRC tool
- Developing the strategic business options with the "To Be" Business Strategy Canvas

## Workshop Fees PKR 40,000/participant

Inclusive of Course material IBA Workshop Certificate Lunch Refreshments & Business networking

Experience

## EXECUTIVE EDUCATION

Centre for Executive Education, IBA, Karachi

Center for Executive Education (CEE)  
Institute of Business Administration City Campus.  
Off Garden Road, Karachi-74400.

### For Further Information

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