

The INSEAD logo is a dark green circle containing the word "INSEAD" in white, serif, uppercase letters. A thin white horizontal line is positioned below the text.

INSEAD

Executive
Education



KFAS Successful Strategies in Disrupted Times Executive Development Programme

The COVID-19 global pandemic is creating waves of digital disruption across the world. Businesses are forced to re-think, and even accelerate, their approach to digital disruption. Now more than ever, you need to leverage digital transformation to secure your competitive advantage, enhance performance and ensure your business remains sustainable and agile in this ever-changing environment.

KFAS Successful Strategies in Disrupted Times will help you leverage the power of digital to develop compelling value propositions that help turn a threat into an opportunity. You will explore the strategic tools, concepts and perspectives that will allow you to develop and execute a strategic response to new digital possibilities, both during and after the COVID-19 pandemic.

Key Benefits

- Learn tools and concepts for successfully responding to disruptions hitting your sector and organization
- Understand how to make sense of the external dynamics and disruptions buffeting your organization
- Build your ability to forge a compelling value proposition that turns external threats into opportunities, with a particular focus on leveraging digital technologies and data analytics
- Develop your leadership competencies for agile strategy execution of innovative new value propositions
- Practice applying your new learnings back to your own organization

The Business School
for the World®

Programme content

KFAS Successful Strategies in Disrupted Times is an intensive four-day programme featuring a mix of lectures, discussions, case analysis and workshops where you will analyse your own business. Hence you are encouraged to come with a specific challenge that you would like to work on during the programme

Adapting to your Changing Environment

We start our time together exploring the principles of successful strategy in the face of disruptions. We will consider both digital disruptions and the pandemic disruption, as well as the interplay between the two. We will illustrate with both your own experiences and by looking at a red hot digital disruptor in the travel sector and how it has reacted to the pandemic .

Learning objectives include:

- Understand the waves of digital disruption transforming business and evaluate the extent to which these digital trends are being amplified by the COVID 19 pandemic.
- Embrace the strategic imperative of adapting your organization to its fast changing external environment
- Become familiar with the courses system of Disruptive Strategy Canvases especially the first canvas on External Dynamics

Forge a Compelling Value Proposition

This session focuses on the key to an effective response to disruption: rethinking your value proposition so that it nails the evolving needs of your target customers by effectively leveraging the right technologies. The goal is to deliver delivering superior value creation relative to competitors and alternatives such that you are well positioned for value capture.

Learning objectives include:

- Understand how disruptions plays out across the key challenges of strategy challenges of value creation and value capture
- See digital technologies as an opportunity to drive a leap in value creation that meets shifting consumer needs cost effectively thereby turning disruptive threats into opportunities
- Identify and leverage positive feedback (where success breeds success) to position your business for sustained value capture

Pursue Agile Strategy Execution

We conclude our short course together by considering the challenge of agile execution: aligning your organization with your evolving value proposition. We will consider both the specific requirements of your value proposition as well as the broader challenge of digital transformation.

Specific learning objectives to include:

- Map your value proposition into the key activities and underlying resources your organization will need to execute on your vision while speeding execution through strategic partnerships
- Navigate today's extreme uncertainty by embracing a continuous strategy process that integrates formulation and execution
- Anticipate and avoid common traps and pitfalls in executing digital strategies

Role of the Learning Coach

The programme provides tools and frameworks for the participants to work on their own strategy. There are specific application assignments for the material covered in each of the three sessions. The frameworks and assignments are packaged for participants into a set of strategy canvases. The learning coach is a resource if the participants have questions about the application of the tools and frameworks.

The learning coach is an accomplished business professional and INSEAD alumni who has extensive experience helping participants skillfully apply learning from Professor Zemsky's strategy courses to live business challenges. Participants will be able to sign up online for a 20 minute personal meeting with the learning coach from 10:30 am to 15:30 pm (Kuwait Time) during the course. Participants are guaranteed at least one meeting and usually there is capacity for a second meeting for those so motivated

Participant Profile

Participants must be employed only by a private company in Kuwait

- Provide an updated curriculum vitae reflecting their current role and responsibilities
- Have a minimum 10 years of work experience

Who should attend?

This course will benefit anyone involved in the formulation and agile execution business level strategies, from middle managers to more senior business leaders and leaders of business functions. In today's highly dynamic and uncertain markets, strategic competencies need to be spread more widely in an organization so that formulation and execution can be integrated with tight feedbacks. There is much value in breaking down hierarchies and silos to develop a more holistic understanding of the opportunities. Hence, we are looking to welcome a diverse group accomplished professionals with at least eight years of professional experience.

Selection process:

All applicants will undergo a blind review process by a selection committee. Applicants will be assessed based on experience, area of expertise, and comparative merit. Any late or incomplete submissions will be automatically disqualified.

How to apply

To register for this programme, please go to: https://kfas.formstack.com/forms/successful_strategies_in_disrupted_times_executive_development

Dates and Fees

Dates: 26–28 and 31 January 2021

Location: Online

Contact us

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Programme director



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