



Chair in
Digital Economy.

boldly optimistic

Disruptive Innovation Leadership Course





About us

The QUT Chair in Digital Economy is a world-leading collaboration between industry, academia and all levels of government that helps organisations build confidence and capability; inspire cultures of innovation; and discover new value to thrive in the digital economy.

Founded in 2015 by QUT in partnership with Queensland Government, Brisbane Marketing, and PwC, the Chair in Digital Economy is led by global leader, Professor Marek Kowalkiewicz, a former Silicon Valley SAP Research Senior Director of Innovation.

We address wicked economic and government policy issues through a unique process of integrating rigorous research with design to provide rapid, unbiased, and visionary solutions. Collaborating with industry and government, and merging research with innovation design is the core of our strength.

The Chair in Digital Economy offers a suite of programs including:



LEARN

Disruptive Innovation
Leadership Course

Student Design Jam

Digital MBA

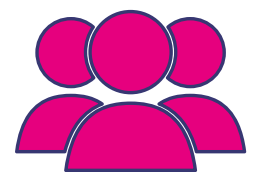


INSPIRE

Keynotes

Events

Member Network



CO-CREATE

Innovation Sprints

Strategic Workshops

Exploratory Research



Chair in Digital Economy.

Disruptive Innovation Leadership Course

This two-day Disruptive Innovation Leadership Course will cultivate future thinking within the leaders of your organisation. This intensive course inspires an opportunity mindset and develops ideation capabilities.

The Disruptive Innovation Leadership Course is a highly interactive executive education program that introduces innovation lenses and the practical skills that can be applied immediately. The course provides leaders with a new way of thinking, builds capability and skills, and enables a culture of innovation.

PURPOSE

Appreciate the value of opportunity driven innovation

Become proficient in generating venture ideas in a structured way (systemic ideation)

Be able to socialise new thinking paradigms with your staff members

Become comfortable being curious and creative

Learn how to generate venture ideas in a structured way (Industrialising innovation)

Learn how to take an idea to roll out

LEARNING OUTCOMES

Strategies and approaches for innovation

Five Innovation lenses for ideation

The two facets for ambidextrous innovation

Confidence and know-how for rapid ideation



Course Agenda

DAY 1

Session 1

Official Welcome Awareness

- What is disruptive innovation?
- Problems vs Opportunities for your organisation
- Calculate your organisation's Digital Maturity

Session 2

Comprehension

Introduction to the Innovation Lenses: Derive, Utilise, Proactive Organisation, Oppositional Thinking

Session 3

Execution

Solidify your understanding by applying the innovation lenses to real opportunities.

Session 4

Stand-up ideation

Put your newly acquired skills to the test in a collaborative ideation session over drinks.

DAY 2

Session 1

Innovation Tour

Visit innovation hubs across QUT campus and see where innovation lenses have been applied to recap yesterday's learnings.

Session 2

Elevator Pitch

It's all in your presentation. Learn how to pitch your new ideas effectively and convincingly.

Session 3

Provocation

Now it's time to put your skills to the test. Apply the innovation lenses to a provocation specific to your organisation.

Session 4

Pitch time



Session description

Day 1

Session 1: Awareness

The goal of this session is to make participant aware of the changes that come with the digital economy and that it will have an impact on them.

This session is focused on guiding the participants through the theoretical foundations and principles of innovation in concert with associated practical examples. This includes understanding the innovation process, the changing nature of revenue, suppliers, customers, and competitors. Here, we also explore the concept of 'jobs to be done' to challenge participants' mindset on what business their organisation is really in, which opens up opportunity for reimagining their organisational future.

Session 2: Comprehension

The goal of this session is to take the participants from awareness of innovation and change in the digital economy to being able to comprehend the specific impact on them. The comprehension is built through engaging, evidence-based activities such as 'are you the turkey or the butcher' to drive home the concept of disruption.

Using data collected from participants prior to the course, we are able to model their perceived digital maturity as an organisation and identify what that means for their perceived state as 'thriving' or 'endangered'. This opens up discussion and activities around 'opportunity' as being a critical, yet under-utilised, concept in business strategy.

Session 3: Execution

The goal of this session is to shift participants from awareness and comprehension, to execution. Here we provide six structured ideation tools that enable participants to approach creative thinking in a more engineered manner. Throughout this session we explain what these tools are, how they manifest in society, and then participants work through activities using the tools to understand how it might be useful for their own work.

These tools then become the foundation for Day 2 in the program.



Session description

Day 2

Session 4: Innovation Tour

During this session the participants are taken on an Innovation Tour around QUT to showcase practical application of course concepts. This could include, but not be limited to the QUT Social Studio, Centre for Robotics Vision, HiQ, QUT Gaming Lab.

Session 5: Provocation

The goal of this session is to provide an opportunity for participants to showcase their capabilities built throughout this course.

Participants are run through a provocation activity in this session. A provocation is a challenge set for the participants. It could be framed as an opportunity for a new possible future for the organisation participating in the course. Alternatively, the provocation could be an organisation-agnostic challenge that has real world implications beyond the participating organisation. This provocation activity enables participants to put their new skills from the course into action immediately.

Participants are required to work in groups using the structured ideation tools to address the provocation.

Session 6: Pitch

The goal of this session is also to provide an opportunity for participants to showcase their capabilities built throughout this course, as well as learning pitching capability.

During the final session of the course, participants are provided the tools to design a pitch for their response to the provocation challenge in the previous section. Participants are required to formulate a pitch that explains their solution but also links back to critical concepts learned throughout the course, including which structured ideation tools were used.

INNOVATION LENSES

DISRUPTIVE INNOVATION THROUGH STRUCTURED IDEATION



PROACTIVE ORGANISATION

Consider how a service could be delivered more proactively

Sharing your calendar with a fashion retailer and have outfits sent to you based on your upcoming events, using a Netflix like algorithm to recommend preferred styles and sizes.



ENHANCE

How can a process be enhanced if things were done in a different order

For example, getting visitors to pay for their trip up the Empire State Building when they reached the top, so they could pay more to stay longer or less if they have a quick visit.



DERIVE

How might another organisation run your business?

For example, if an airline ran a postal service a parcel delivery on Wednesday could be cheaper than a parcel delivery on Friday, replicating the dynamic pricing of airlines.



SOCIAL CAPITAL

Unlock new potential, customers, products, or services, using your business networks

Thermomix could be considered more valuable than another food processor because of the community of customers generating their own recipes and use cases.



UTILISE

Using idle assets to generate new value

For example, people can be idle assets so you can sell haircuts on an airplane flight, or put a gym on a train.



OPPOSITIONAL THINKING

Thinking about the process, business model, or strategy as if the opposite was the reality

Instead of charging your customers, how would your offering change if you paid them?



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Disruptive Innovation Leadership Course

The Disruptive Innovation Leadership Course is an investment in your organisation's innovation maturity and culture for change. Delivered by the QUT Chair in Digital Economy team, the course provides leaders and teams with the necessary knowledge and practical skills required to lead transformational change and explore opportunities for organizational growth in the digital economy.

WHO IS THIS PROGRAM FOR?

CEO & C-suite Executives

Senior Leadership Teams

Digital Transformation Project Teams

Emerging Leaders

Corporate Innovation Leaders

INVESTMENT

Tailored Group Programs
\$1,999 per person*

Open Sessions*
\$2,499 per person

* Minimum group size 25 people
Content tailored to organisation
Includes catering & three facilitators

* Refer to website for scheduled dates
Includes catering & three facilitators



Professor Marek Kowalkiewicz

Head of QUT Chair in Digital Economy

 @marekkowal

 Marek Kowalkiewicz

 at eprints.qut.edu.au

Professor Marek Kowalkiewicz is an academic and industry leader with extensive global experience in conducting academically sound research, co-innovating with industry and university partners, and delivering innovative products to the market.

Currently, as Professor and Chair in Digital Economy, as well as Leader of the Embracing Digital Age research theme, he leads Queensland University of Technology in Australia. The Chair in Digital Economy founded by QUT, Queensland Government, Brisbane Marketing, and PwC, provides industry-relevant, academically founded research to help organisations reimagine their value in the digital economy.

Prior to joining QUT, Marek was based in Silicon Valley where he was Senior Director of Products and Innovation at SAP. He has 15 patents and is a frequent keynote speaker, presenting to government, corporate, and global audiences.



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Professor Michael Rosemann

QUT, Executive Director, Corporate Engagement

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 Michael Rosemann

 at eprints.qut.edu.au

Dr Michael Rosemann is Professor for Information Systems and the Executive Director, Corporate Engagement, at Queensland University of Technology. He is also the Honorary Consul for Germany in South-East Queensland.

Dr Rosemann areas of research are revenue resilience, corporate innovation systems, process management and innovative industry-university relationships. His work is focused on creating exciting future worlds with today's possibilities making current practices obsolete. As Head of QUT's Information Systems School he established the Woolworths Chair in Retail Innovation, the Brisbane Airport Chair in Airport Innovation and the Chair in Digital Economy.

Dr Rosemann is the author/editor of seven books, more than 250 refereed papers, Editorial Board member of ten international journals and co-inventor of US patents. His research projects received funding from industry partners such as Accenture, AustraliaPost, Infosys, Rio Tinto, SAP, Suncorp and Woolworths.

Michael is a frequent, global keynote speaker and provides advice to diverse industries including telecommunication, finance, insurance, professional services, utility, retail, public sector, logistics, and the film industry.



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Thanks to our founding partners

