



Timoney LEADERSHIP INSTITUTE

**13th-14th
February**

K Club, Kildare

DISRUPTIVE INNOVATION

OVERNIGHT ALUMNI MASTERCLASS

WITH PROF RORY MCDONALD OF HARVARD BUSINESS SCHOOL

MONDAY AFTERNOON 13 FEBRUARY - TUESDAY MORNING 14 FEBRUARY

DISRUPTIVE INNOVATION

FIRST SESSION WILL INTRODUCE THE BASIC PRINCIPLES
OF DISRUPTIVE INNOVATION

– A THEORY THAT EXPLAINS WHY SMALL UPSTARTS
ARE SOMETIMES ABLE TO SUCCESSFULLY CHALLENGE
LEADING INCUMBENTS.

THROUGH AN INTERACTIVE LECTURE FORMAT,
WE WILL EXAMINE WHY COMPANIES HAVE TROUBLE
INNOVATING AND WHY THEY DO NOT ALWAYS
LEARN FROM PAST EXPERIENCE.

WE'LL ALSO CONSIDER WHAT LEADERS CAN DO ABOUT IT.

RORY MCDONALD
ASSISTANT PROFESSOR OF BUSINESS ADMINISTRATION



HARVARD
BUSINESS SCHOOL

DISRUPTION & INNOVATIVE BUSINESS MODELS - NETFLIX IN 2011

Tuesday morning

In the follow-on session, we will use the HBS case study on Netflix to look at how leaders can help their companies successfully cultivate innovative business models to capture disruptive opportunities.





RORY MCDONALD



HARVARD
BUSINESS SCHOOL

HARVARD BUSINESS SCHOOL

Rory McDonald is an Assistant Professor of Business Administration at Harvard Business School.

He teaches Building and Sustaining a Successful Enterprise in the MBA elective curriculum and previously taught the Technology and Operations Management course in the MBA required curriculum.

In 2016, he was named one of the world's top 40 business school professors under 40 by Poets and Quants.

Professor McDonald's research focuses on how firms compete and innovate effectively in new technology-enabled markets.

Rory collaborates closely with Clayton Christensen, Professor of Business Administration at the Harvard Business School, who is regarded as one of the world's top experts on innovation and growth.

A NEW FORMAT FOR ALUMNI MASTERCLASSES

TAKING ON BOARD YOUR FEEDBACK WE ARE EXPERIMENTING WITH A NEW TIMETABLE FORMAT.

THE MAIN OBJECTIVE IS TO GIVE YOU MORE TIME TO INTERACT AND DISCUSS ISSUES WITH FELLOW ALUMNI. WE WILL HAVE TWO SESSIONS, WITH LONGER BREAKOUT GROUPS AND AN EVENING MEAL WITHOUT A GUEST SPEAKER.

A LIMITED NUMBER OF PLACES WILL BE AVAILABLE FOR NON-ALUMNI LEADERS WHO ARE INTERESTED IN PARTICIPATING IN 2017 ADVANCED LEADERSHIP PROGRAMME. THE FEE FOR NON-ALUMNI IS 600 EURO.



**Monday
13th February
2017**

01:30 pm - 02:30 pm
Buffet Lunch

02:30 pm - 03:15 pm
Introduction

03:15 pm - 04:00 pm
Break-out groups

04:00 pm - 05:30 pm
Interactive lecture:
Disruptive Innovation

07:00 pm - 07:30 pm
Drinks reception

07:30 pm - 10:00 pm
Dinner

**Tuesday
14th February
2017**

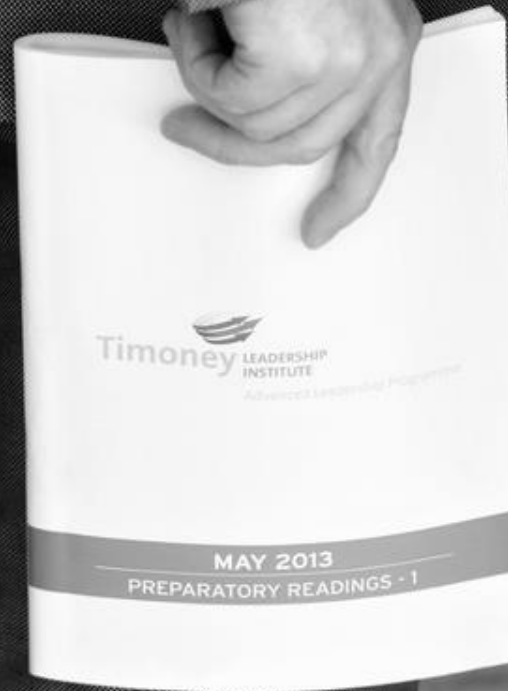
09:00 am - 10:00 am
Break-out discussion
on Netflix case

10:00 am - 10:30 am
Coffee & Tea

10:30 am - 12:00 pm
Case discussion: Disruption
and Innovative Business Models
- Netflix in 2011

12:00 pm - 12:30 pm
Wrap-up and Feedback

12:30 pm - 01:30 pm
Buffet Lunch



A photograph of a classic hotel room. On the left, a large bed is dressed in white linens with a red blanket and several pillows, including a red one. The headboard is covered in a striped fabric and is framed by a large, draped canopy in shades of gold, red, and green. To the right of the bed is a nightstand with a lamp. Further right, a seating area features two blue upholstered chairs with gold frames around a small round table with a vase of flowers. A window with a view of greenery is visible in the background. A large black circle is overlaid on the right side of the image, containing white text.

OVERNIGHT ACCOMMODATION

Accommodation is available at the K club for Monday night. This is an additional expense. The cost for the night & breakfast is 170€. If you would like to reserve a room please call 01 601 7200.

Dinner & drinks reception on Monday night is included in your Alumni fees.

WHEN & WHERE

Monday 01:30 pm- Tuesday 01:30 pm

13th - 14th February 2017

The K Club, Kildare

BOOK YOUR PLACE NOW

I would like to

ATTEND

*Not on this
occasion*

or let us know at

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www.timoneyleadership.ie





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