

Advanced Innovation Strategy: Managing the New Thing

ALUMNI MASTERCLASS

PROF. RORY MCDONALD, HARVARD BUSINESS SCHOOL

26 MARCH 2020





**HARVARD
BUSINESS SCHOOL**



Prof. Rory McDonald

Associate Professor of Business Administration
Harvard Business School

Rory McDonald is an Associate Professor of Business Administration in the Technology and Operations Management Unit at Harvard Business School. He teaches Building and Sustaining a Successful Enterprise (BSSE) in the MBA elective curriculum and previously taught the Technology and Operations Management course in the MBA required curriculum.

He has taught courses to students and executives at Stanford University, the University of Texas-Austin and Harvard University and has given keynote presentations at conferences around the world.

In 2016, he was named one of the world's top 40 business school professors under 40 by Poets and Quants. Rory's award-winning research has been published in top outlets and his recent article with Clayton Christensen and Michael Raynor, "What is Disruptive Innovation?" was included in Harvard Business Review's Definitive Management Ideas for 2016.

McDonald studies how firms successfully navigate new markets. He examines how widely accepted strategic prescriptions can actually undermine managers' attempts to develop a viable business model or stake out a defining new market position and considers the important role played by resource providers in these processes.



Timoney LEADERSHIP
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What cases on Innovation will we be looking at?

Session 1: Organizing for Innovation and New Growth

This case focuses on Godrej, an Indian conglomerate that is preparing to launch an innovative low-cost refrigerator called chotuKool. It traces chotuKool's development and evolution from an initial product concept to a promising new line of business.



Session 2: Bounded Rationality and Innovation

In 2018, Henri Seydoux, CEO and Founder of Parrot, believed that his company was at an inflection point. Parrot, a European leader in consumer electronics, began developing Bluetooth kits for cars before introducing the AR Drone in 2010—a remote-controlled quadcopter that was ahead of its time.

As new players entered the market, Seydoux faced tough questions about the best path forward for his struggling company.

Alumni Masterclasses

- ▶ Join fellow alumni of the Advanced Leadership Programme (ALP) at our March masterclass.
- ▶ Continue your learning journey as you endeavour to improve and enhance your leadership skills.
- ▶ An ideal opportunity to catch up with your ALP class and to get to know other leaders who have done other ALPs.
- ▶ A limited number of places are open to non alumni guests. Call us if you have an interest in one of those places.
- ▶ Watch a brief video [here](#) of Professor Rory McDonald and Timoney alumni talking about the advantages of attending alumni masterclasses



How to book your place

Fee:

- ▶ Alumni members: Included in annual subscription fee
- ▶ Guests: €600

When:

- ▶ Thursday 26th March 2020
- ▶ 8.30am - 4.30pm

Where:

- ▶ The K Club, Straffan, Co Kildare



Book your place by emailing
bookings@timoneyleadership.ie
or call +353 01 6760477