

24 March, 2021, 11am

# Innovating in Challenging Circumstances

Prof Rory McDonald, Harvard Business School

ALUMNI MASTERCLASS  
(ONLINE)



**Timoney** LEADERSHIP  
INSTITUTE

# Timoney Leadership Institute

is an associate school of



## Rory McDonald

Associate Professor of Business Administration in the Technology and Operations Management Unit.

Harvard Business School,  
Boston

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

Drawing on a mix of in-depth fieldwork and archival data, he studies how executives develop viable strategies in these contexts and how they obtain resources that improve their chances of success.

[Read more](#)

In this session we will be joined by Professor of Business Administration at **Harvard Business School, Rory McDonald** where he will fuel a discussion on **innovating in challenging circumstances**.

The session will feature **a case discussion** led by Professor McDonald on how Parrot has navigated the nascent European drone market and dealt with the challenges they faced from Chinese competition. It will provide a useful session to **tease out ways to respond to the current challenging market** conditions.

# Benefits for participants

Join fellow alumni of the Advanced Leadership Programme (ALP) at our **online masterclass**



Watch a **brief video here** of **Prof. Rory McDonald** and Timoney alumni discussing the advantages of attending **alumni masterclasses**



Continue **your learning journey** as you endeavour to improve and **enhance your leadership skills**

**Non-alumni are very welcome to join us** for this Masterclass.  
The Fee is €500 per person




An ideal opportunity **to catch up with your ALP class** and to get to know other leaders who have also completed the programme

Better People

Better Organisations

Better Society



TLI is an  
associate school of  IESE



### Masterclass Fee

- Alumni members:  
Included in annual  
subscription
- Guests: €500



### 24 March

11 am - 1.30 pm



### Online on Zoom



### Book your place

by clicking here



### More info

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