Innovation Management Executive Series: Managing Disruptive Innovation

0:04 disruptive innovation workshop it's really about how you balance
0:09 innovation management the executive series your state is designed baseball
0:14 of work this thing done in the field with the companies as well as
0:18 lots of research that's been happening within the sends program
0:22 innovation news private
0:24 growth in businesses role here a lot of other solutions program
0:29 the fact is the schools for years have for proliferated
0:34 our techniques like total quality management lee u
0:37 six sigma
0:39 activity based costing all these are popular management trends and proves but
0:44 they've all been aimed at managing the bottom line of the firm
0:47 uh... perhaps they all the vote four managers have and their possessions to
0:53 manage the top line
0:55 use prevention self-confidence
0:57 it's an enormously important topic for managers to crash
1:01 we expand our were able to participate in the first and managing disruptive
1:06 innovation workshop that was held this past spring
1:09 and the timing could have been better for us away reorganization then
1:12 certainly going through as you transition right now
1:15 and the principles that were outlined in the workshop certainly the last module
1:20 managing culture and the importance of culture and being able to affect change
1:25 was huge for us and there were practical pieces information that i was able to
1:29 immediately apply in miami position at the hammer and it was it fundamente
1:34 change way that i approached um...
1:37 how we're conducting business at the hammer
creates a framework
executives in companies can actually fly through from understanding market trends
to understand how to create business models that are adtchile enough to be
able to absorb these trends as well as understanding their readiness for change
within the company