



An Intensive 5 Day Training Course

Disruptive Innovation: Managing Radical Change for High Growth

24 - 28 Jun 2018, Dubai



This course is Designed, Developed, and will be Delivered under
ISO Quality Standards

ISO 29990 : 2010 Certified



ISO 9001: 2015 Certified





Disruptive Innovation: Managing Radical Change for High Growth

WHY CHOOSE THIS TRAINING COURSE?

This high-level PetroKnowledge training course focuses on one of the most important challenges facing all businesses today – managing innovation in the quest for profitable growth.

“Trying harder” is no longer enough: we have to “try different”.

Innovation takes two forms: (i) innovation that improves product and process efficiency and (ii) innovation that results in a new way of doing business. The first can be termed an “enabling” innovation, the second a “disruptive” innovation. Our focus on “Disruptive Innovation” will enable you to achieve and sustain superior performance - measured in terms of profitable growth - often through radical change in the complete business model.

WHO IS THIS TRAINING COURSE FOR?

- Strategic and operational planning specialists
- Marketing and commercial managers
- Financial managers
- Research and development scientists and technologists
- Human resource managers
- Logistics and supply chain managers

WHAT ARE THE GOALS?

Specifically, you will learn to:

- Understand the potential strategic impact of innovation
- Distinguish between enabling and disruptive innovation
- Identify the potential for disruptive innovation in your organisation
- Implement disruptive innovation programmes within your organisation
- Minimise and manage the risk associated with disruptive innovation
- Manage enabling and disruptive innovation in all your activities.



COURSE AGENDA

Topics to be covered:

- The strategic rationale and impact of innovation
- Differences between enabling and disruptive innovation
- Assessing the business potential of disruptive innovation
- How to get from small-scale to large-scale innovation
- Disruptive innovation in new product development
- Disruptive innovation in business model and organisational culture
- Generating ideas – the first stages of disruptive innovation
- Executing feasibility studies in evaluating innovation
- Designing a business process for introducing disruptive innovation
- Monitoring and measuring the impact of disruptive innovation

**QUALITY
CERTIFICATION**

ISO 29990 : 2010 Certified



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The PMI® Registered Education Provider logo is a registered mark of the Project Management Institute, Inc.

Disruptive Innovation:

Managing Radical Change for High Growth

COURSE DATES, VENUES AND FEES

24 - 28 Jun 2018	Dubai	\$4,750
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This fee is inclusive of Documentation, Lunch and Refreshments

Please use BLOCK CAPITALS to fill in this form. It is important that you read carefully through all information before starting to complete the form.

REGISTRATION DETAILS

Family Name: _____

First Name (Mr./Ms.): _____

Position: _____

Company: _____

Mailing Address: _____

Telephone: _____ Mobile: _____

Fax: _____ Email: _____

AUTHORISATION

Authorised By: _____

Position: _____

Company: _____

Mailing Address: _____

Telephone: _____ Mobile: _____

Fax: _____ Email: _____



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BOOKING TERMS & CONDITIONS

Booking

- Bookings for courses can be made via our website (petroknowledge.com) or by contacting our Registration Desk on +971 2 5577389 or at reg@petroknowledge.com
- For on-line bookings, please select the course that you require and click on the "Register Now" button, following the instructions step by step
- Upon receipt of booking in order, enrolment on the respective training course will be confirmed by Registration Team with all necessary documentation

Invoicing and Payment

- Our fees include course presentation, relevant materials, physical & digital documentation, lunch and refreshments served during entire training. Accommodation charges are not included in the course fees
- Course fees are payable upon booking unless a valid, authorized Purchase Order is provided and accepted
- Invoices will be sent via email/courier to the ID/name and address provided
- We prefer to have the fees payment in our account before the start of training course. However, if your company has a different payment policy, the same should inform us in advance
- The currency of fees is in US Dollars (USD). Payments can be made in USD or UAE local currency AED (Arab Emirates Dirhams) either by Bank Transfer or by Credit Card. Our Bank Account details will be provided on the Invoice
- Please note that we do accept payment by cash, in USD or AED, only for the last minute bookings

Cancellation of Courses

- It may be necessary for PetroKnowledge to amend or cancel any course, course times, instructors, dates or published fees due to unforeseen circumstances and we reserve the right for such changes
- Any amendments will be advised before the course start date and any bookings already paid in full will not be subject to increased fees

Cancellation by Client

- Once you have completed your booking, received your confirmation of enrolment and a dated payment Invoice, you are deemed to have a contract with PetroKnowledge. You reserve the right to cancel this contract given the below terms
- All cancellations must be received in writing at reg@petroknowledge.com and info@petroknowledge.com at least 14 days prior to the training
- After the cancellation period has expired, consideration may be given, on a case to case basis, if a registered delegate nominates a substitute on the same course, shifts to next session of the course or moves to a new course
- For a cancellation request made on or before the statutory 14 day cancellation period, a refund may be given or a credit note issued which can be used against future course fees
- A 25% administration fee (of the total course fee at the time of booking) will be charged for any cancellations made outside of the statutory cancellation period

Attendance Certificate

- The daily course schedule should be accurately followed to ensure undeterred implementation of our training
- All delegates, who participated in their course throughout, will receive the Certificate of Completion on the last day
- Please report any foreseeable absences to a PetroKnowledge representative or to your sponsors directly
- An absence of three (3) or more sessions of the course will invalidate your eligibility for the Certificate of Completion