



Management Association of Pakistan

BUSINESS INNOVATION & DESIGN Simulation Workshop

Overview

7th - 8th August 2018
Venue: Royal Rodale Club

Disrupt! Creating an innovative mind set.

A practical introduction to the thinking skills and strategic tools behind BUSINESS INNOVATION.

Our ability to disrupt might be the key determinant in our organisations' future success. Today, as our businesses are challenged by economic uncertainty, an increasing rate of change and technological advancements, the ability to adapt will be fundamental to our survival – no matter our organisation or industry. Innovation will continue to be the birthplace of sustainable growth and performance. **Innovative thinking isn't simply created; it must be learned.** This specially crafted workshop, demonstrates effective ways leaders in business can apply innovative thinking to transform their organisations and create leaps in value for their customers, profit and people. You will learn the art of disruptive thinking and how to look at your organisation, competitors and industry from a new perspective – a perspective that could be industry changing. This workshop won't tell you what to think; it will show you how to think.

Objectives

1. Learn the key concepts and methodology of Business Value Innovation
2. Test Drive the Market Innovation Tools on your Simulated Business Case
3. Develop and Enhance Strategic Innovation and Design Thinking

Who Should Attend?

Senior executive, business owner, head of strategy or an executive from mid to upper level management directly involved in the development of new product and service offerings. Attending this program along with colleagues from your organisation will help you make progress on issues affecting your organisation and in creating an innovative business model upon return to your office.

Workshop Simulation Methodology & Agenda

1) Introduction

- Business Value Innovation thinking
- How do you create Business Innovation?
- Interesting Strategic Moves (Case Studies)

2) Visual Awakening

- Understanding your current strategic profile with your "As Is" Business Strategy Canvas Tool
- Understanding your customer pain points with the Buyer Utility Map tool

3) Visual Exploration

- Systematically identifying new customers with The Three Tiers of Noncustomers tool
- Systematically thinking out of the box with The Six Paths Framework
- Presentation of key ideas and insights

4) Visual New Business Strategy Creation

- Ideation: Synthesize the ideas gathered
- Developing your strategic business options with the "To Be" Business Strategy Canvas

5) Visual Strategy Fair

- Presenting your new Business-Value Innovated Strategy
- Debrief and feedback gathering
- Evaluation and wrap-up



Facilitator's Profile

Javaid Ahmed is Sr. Fellow Strategy and Innovation and has been Chairperson of the departments of Marketing and Management-HRD at CBM from 2003 to 2015. He is a (IFC) Certified Board Director, FCMI-Fellow of the Chartered Management Institute (UK), FCIM-Fellow of the Chartered Institute of Marketing (UK), Member of Mensa and a UK Chartered Engineer. He has a MBA with Distinction from Lancaster University Management School where his empirical research was awarded 1st prize by the now Chartered Management Institute, and a BSc Engineering from King's College, London. He brings to academia over 28 years of a successful top management career with the multinational health care industry including over a decade in Switzerland, Malaysia and the Philippines. He is the recipient of the 2013 Faculty Excellence Award of the International Association of Universities Presidents and has served on the Jury of the Prime Ministers' Corporate Award of Excellence. By invitation he was admitted to the Academic Union, Oxford in 2016.

BUSINESS INNOVATION & DESIGN

by Javaid Ahmed

7th & 8th August 2018 | 10:00 a.m. – 4:30 p.m.

Workshop Venue: Royal Rodale Club, Karachi



Management Association of Pakistan

REGISTRATION FORM

Institutional Member

Student Member

Individual Member

Non-Member

Name _____

Designation _____ Membership No. _____

Organization _____

Address _____

_____ City _____

Phone _____ Fax _____

Mobile _____ Email _____

Brief Statement of your business issue you may want to work on during the workshop

MODE OF PAYMENT

Cash/Cheque No. _____

Dated _____

Amount _____

ADMINISTRATIVE INFORMATION

Registration Fee*	Early Bird Fee (Register by 24 th July 2018)	Regular Fee (Register after 24 th July 2018)
MAP Institutional Member	Rs. 23,000/-	Rs. 27,000/-**
For two or more Institutional member nominations	Rs. 21,500/-	Rs. 24,500/-
MAP Individual Member	Rs. 16,500/-	Rs. 18,000/-
Student Member	Rs. 8,000/-	Rs. 9,000/-
Non-Member	Rs. 24,500/-	Rs. 28,500/-**

*Includes: MAP Certificate, Printed Course Material, Lunch & Tea.
** Note: 20% Discount is available on nominations of 5 or more participants

Registration:

Registration to be confirmed only on receipt of cheque in advance

- Cancellations or substitute nominees acceptable up to 48 hours prior to the event.
- Early bird discount can only be availed if payment is made before the day of event. Otherwise, invoice will be reissued at Standard Fee.
- Please complete the Registration Form attached here to along with a crossed cheque for the applicable fee, in favor of Management Association of Pakistan, to be sent to MAP's address given below:

For Direct Transfer

- Acct Title : Management Association of Pakistan
 - Bank Name : MCB Bank Limited
 - Account Number : 0006903010000302
 - IBAN : PK62 MUCB 0006 9030 1000 0302
 - Branch Name : GTB Branch Karachi (0069)
- Payment Advice to be sent at:
accountant@mappk.org | info@mappk.org