

DISRUPTIVE INNOVATION



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Introduction

Markets rarely change because incumbents decide to change them. They shift when a smaller entrant serves an overlooked segment with a simpler, cheaper offer, then improves until it takes the mainstream. Understanding that pattern is what separates leaders who react late from those who act early. This Disruptive Innovation Training Course gives participants the theory and tools to recognize disruption while it is still forming. Furthermore, it covers business model design, jobs-to-be-done analysis, portfolio ambidexterity, and the organizational conditions that let new ventures survive. Participants also learn to respond to disruptors and to lead disruption from inside. As a result, they leave able to see the threat and the opportunity before the market does.

Disruptive Innovation Course Objectives

- Explain Christensen's theory of disruptive innovation and its core mechanisms.
- Distinguish sustaining from disruptive innovation in real markets.
- Identify low-end and new-market footholds where disruption begins.
- Apply jobs-to-be-done analysis to uncover underserved needs.
- Map value networks and the incentives that trap incumbents.
- Design business models using the Business Model Canvas and value proposition canvas.
- Use the four-box framework to assess disruptive opportunities.
- Manage ambidextrous portfolios balancing core and new growth.
- Build autonomous units and metrics suited to early ventures.
- Design organizational responses to external disruptors.

Course Methodology

- Interactive workshops built around live market and company cases.
- Guided analysis of disruption patterns using structured frameworks.

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- Business model design exercises with canvas-based tools.
- Simulation of incumbent-versus-entrant decision scenarios.
- Case studies from technology, media, retail, and services sectors.
- Action planning that links each framework to the participant's own market.

Who Should Take This Course

- Senior managers responsible for strategy and growth.
- Product and business development leaders.
- Innovation and corporate venture managers.
- Entrepreneurs and founders building new market entries.
- Strategy, consulting, and corporate development professionals.
- Executives facing disruption in their core markets.

Disruptive Innovation Course Outlines

Day 1: The Theory of Disruptive Innovation

- Defining disruptive innovation and its core mechanisms.
- Distinguishing sustaining from disruptive change.
- Reviewing Christensen's research and later refinements.
- Explaining why good management can cause failure.
- Examining low-end and new-market footholds.
- Recognizing warning signs of emerging disruption.
- Completing a personal disruption-awareness assessment.

Day 2: Customers, Jobs, and Market Signals



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- Applying jobs-to-be-done analysis to real segments.
- Identifying overserved and underserved customer groups.
- Mapping non-consumption and unmet demand.
- Reading weak signals in technology and customer behaviour.
- Assessing asymmetric incentives between incumbents and entrants.
- Testing demand assumptions with low-cost experiments.
- Documenting a disruption opportunity brief.

Day 3: Business Model Design for Disruption

- Building business models with the Business Model Canvas.
- Designing value propositions with the value proposition canvas.
- Applying the four-box framework to opportunity assessment.
- Choosing cost structures that support low-price entry.
- Testing unit economics at small scale.
- Anticipating incumbent response and competitive reactions.
- Designing a disruptive business model draft.

Day 4: Organizational Response and Ambidexterity

- Managing ambidextrous portfolios: core, adjacent, and new.
- Structuring autonomous units for emerging businesses.
- Applying discovery-driven planning to uncertain ventures.
- Using metrics that fit early-stage ventures.
- Overcoming internal resistance and success traps.
- Deciding when to separate, partner, or acquire.
- Simulating incumbent response decisions.





Day 5: Leading Disruption and Sustaining Growth

- Building a culture that supports disruptive experiments.
- Securing executive sponsorship and patient capital.
- Scaling once the business model proves viable.
- Managing cannibalization of existing revenue.
- Reviewing portfolio results and learning loops.
- Establishing repeatable disruption processes.
- Preparing a 90-day disruption action plan.

Conclusion

By successfully completing Disruptive Innovation, participants will gain the knowledge to recognize disruption while it is emerging, distinguish genuine threats from noise, and design business models that serve overlooked markets. They will acquire skills in disruption analysis, jobs-to-be-done insight, business model design, and ambidextrous portfolio management that apply to both established and new ventures. Gentex Training Center builds this course around live market cases, so learners return ready to lead change instead of reacting to it.

FAQs

Q1 What is the "Disruptive Innovation" course about?

It explains how small entrants displace established players and how organizations can anticipate or lead that shift. The course covers Christensen's theory, low-end and new-market footholds, jobs-to-be-done analysis, business model design, portfolio ambidexterity, and organizational response strategies.



Q2 What are the key benefits of the "Disruptive Innovation" course?

Participants spot emerging threats earlier, avoid the success traps that slow incumbents, and identify growth opportunities others overlook. They also design business models suited to new markets, structure ventures that survive internal pressure, and respond to disruptors with clearer decisions and less panic.

Q3 What skills will I gain from the "Disruptive Innovation" course?

You will gain disruption analysis and pattern recognition, jobs-to-be-done and market insight, disruptive business model design, and ambidextrous portfolio and venture management. These four skills work together to help you see change coming and act on it deliberately.

Q4 What tools, methods, or standards are covered in the "Disruptive Innovation" course?

The course covers Christensen's disruptive innovation theory, the four-box framework, jobs-to-be-done analysis, value network mapping, the Business Model Canvas, the value proposition canvas, low-cost demand testing, discovery-driven planning, ambidextrous portfolio models, autonomy structures, and venture-appropriate metrics.



Q5 How is the "Disruptive Innovation" course applied in real-world practice?

Participants analyze their own market for footholds and weak signals, draft a disruption opportunity brief, and design a business model for an overlooked segment. They also run an incumbent-versus-entrant simulation and prepare a 90-day plan for pursuing or defending against disruption.