

## 2017 Strategic Technology & Innovation Management Programme

### Digital Transformation for Industrial Leadership

Contact: Ahmed Al-Ali

[aa970@cam.ac.uk](mailto:aa970@cam.ac.uk), +44(0)7983092029

#### Industrial / managerial need addressed

Corporates within industries put enormous amount of wealth, time and brain power into innovation, which most often results in premium value for stakeholders. However, transformational value is yet to be achieved. There is an imperative need for managers to understand how to position their innovation efforts to yield a transformational value and lead their industries.

#### Expected deliverables

- A diagnostic framework, for positioning innovation to lead the industry.

#### Engagement opportunities

- Understand the concept of innovation to lead the industry and how it might apply to a specific company.
- Co-develop the framework and customize it to be embedded within their innovation process.
- The opportunity to run a pilot and experiment with the potential of this framework

#### Approach

Workshops to diagnose innovation efforts and how it can be better positioned towards industry leadership.

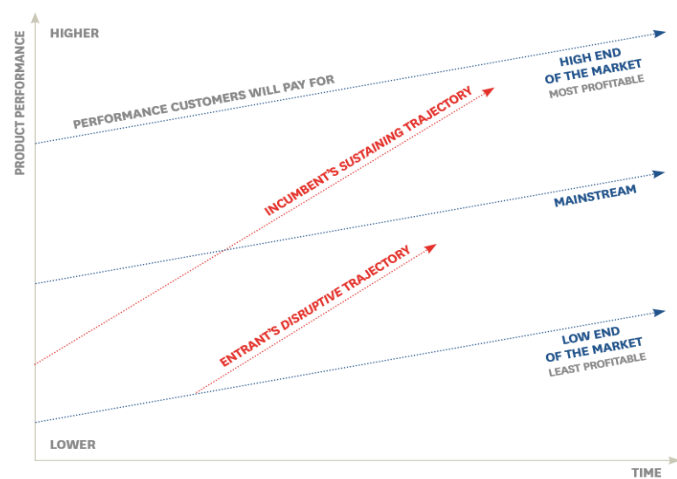


Figure 1: Theory of Disruption (Christensen et al., 2015)