



HOW TO NAVIGATE DISRUPTION TO DRIVE INNOVATION AND OPPORTUNITIES FOR GROWTH

STRATEGIC WORKSHOP
29 JANUARY 2019

**More
MOmentum**
For maximum impact

Disruption in the manufacturing industry comes in many forms and many leaders are experiencing pressure on performance, but the big question is how do you anticipate change, act early and navigate the disruptive challenges to turn threats into opportunities?

From digitalisation to sustainability, new business models to low cost entrants and commoditisation, this strategic workshop addresses the impact and consequences of disruption in its many forms and explores the key focus areas and tactics for tackling the important challenges that organisations need to face to succeed in a disruptive world.

Reserve your seat today at:

<https://www.ifm.eng.cam.ac.uk/ifmecs/ifm-ecs-courses/how-to-navigate-disruption/>

In partnership with:



**UNIVERSITY OF
CAMBRIDGE**
Department of Engineering

IfM | Education and
Consultancy Services

During this full-day strategic workshop with like-minded peers and experts, we will help you to recognise the changing dynamics in your industry and step out of 'business as usual' to address 3 critical success factors in navigating disruption in your business:

1. Understanding what disruption is and where to expect it.
2. How to explore the changing relationships in your industry and exploit them to identify and select the most viable innovations.
3. How to increase momentum for rapid and fluid change and continuous execution in your business

With expert support from moreMomentum and IfM, we will explore forces within your organisation that drive trends, threats and opportunities, identify potential solutions and business models, develop techniques to drive engagement from key stakeholders and accelerate implementation of change strategies.

If you are a senior leader in the manufacturing sector experiencing pressure on growth, revenue and margins, with disruption from trends including new business models, digital transformation and commoditisation, then you should attend this workshop to identify and select innovations to drive growth and future success in your business.

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A full-day practical and interactive strategic workshop, ideal for senior leaders in manufacturing organisations to address the impact of disruption in their businesses and develop strategies for change.

DATE:	Tuesday January 29th 2019
LOCATION:	Institute for Manufacturing, Department of Engineering 17 Charles Babbage Road, Cambridge CB3 0FS UK
COST:	£1,000 (€1,100) +VAT
BOOKING:	https://www.ifm.eng.cam.ac.uk/ifmecs/ifm-ecs-courses/how-to-navigate-disruption/



Full details on how to find IfM can be found at:
<https://www.ifm.eng.cam.ac.uk/contact/directions/>

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