

IMix Course Overview

Title: Strategy Amid Uncertainty and Potentially Disruptive Technologies

Length: 1 day

Rationale/purpose of the course:

- **What does the course/module seek to achieve?**
 - Throughout the day Kevin will actively engage you in exploring the strategic planning / execution implications associated with what has been termed the Fourth Industrial Revolution, a new technological revolution that is fundamentally changing industries and the way we live.
- **Why is the course important?**
 - Our companies operate within an environment marked by volatility, uncertainty, complexity and ambiguity – “VUCA conditions”. The pace of change has increased exponentially, new technologies are emerging, and shifting industry structures are now the new normal. Given all of this, the importance of fostering dynamic yet disciplined approaches to strategic planning and execution has never been greater. The question is how do boards and executive teams plan for an uncertain future and execute successfully in a rapidly changing, potentially disruptive external environment.
- **Who should attend?**
 - No matter where you are in your career, this program will assist you in enhancing and implementing your winning strategy. It will be of particular interest to those involved in leading strategy.

Instructor: Prof. Kevin E. Yousie, Assistant Professor, Strategic Management and Consultant

Issues/Topics to be covered:

- An introduction to *fourth industrial revolution technologies* and their implications for business strategy (e.g. cloud, digital transformation, blockchain, artificial intelligence, machine learning, natural language processing and robotics).
- How VUCA (volatility, uncertainty, complexity and ambiguity) is reshaping industries and industry eco systems.
- Why sustainable competitive advantage is a thing of the past and how businesses can organize to capture transient advantage.
- Adaptability as the new competitive advantage.
- Tips and tactics for managing others in this new environment.

Modes of instruction (interactive sessions, case discussions, workshops, role-playing):

- This will be a very engaging session employing a combination of methodologies (e.g. discussion, lecture, video, small group discussions, individual participation, development of an individual plan of action).

- *This course is a requirement for the Certificate in Strategy & Innovation and Certificate in Strategy & Critical Thinking