

Strategy in the Age of Disruption

WU

EXECUTIVE
ACADEMY

We are experiencing rapid technological evolution, the dissolution and creation of industries, and rising competitive pressures. Strategists and corporate developers face numerous challenges: how to innovate, with whom to collaborate, how to tap into the vast pool of resources and ideas generated by an increasing number of tech startups, and – above all – how to achieve and maintain competitive advantage. Strategy in the Age of Disruption tackles these challenges.

For further information please contact

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www.executiveacademy.at/short-programs

JOINT
PROGRAM BY
PIONEERS.IO &
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PIONEERS

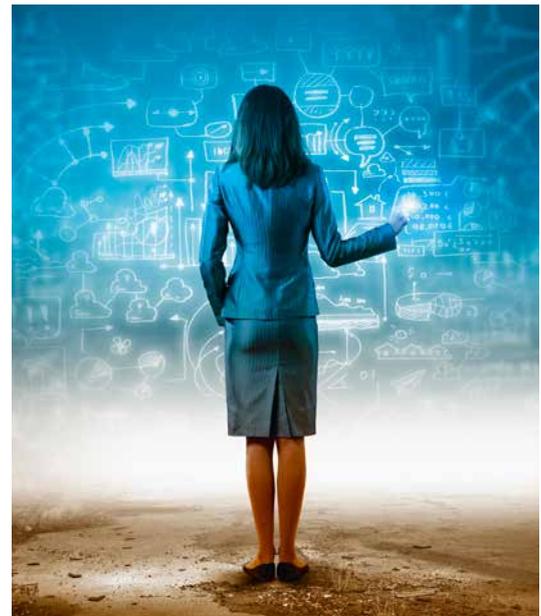
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Strategic Ways to Shape the Future

This program aims at senior executives, chief digital officers, innovation managers and corporate development managers. It offers a unique combination of academic input and guidance as well as the participation in the famous Pioneers'19 event. The event is organized by Pioneers.io and is the ultimate meeting point where a global community of selected startups, executives and investors join forces to inspire, empower and create platforms where innovation can thrive and result in profitable new business relationships.



LEARN HOW

- › new markets evolve
- › to evaluate nascent technologies
- › to formulate successful strategies in disrupted industries
- › to cultivate innovation and entrepreneurship in your company
- › to navigate relevant innovation ecosystems
- › to leverage collaborations with startups
- › to turn disruption from threat to opportunity

DAY 1 April 11, 2019

- › Evolution of new markets
- › Industry evolution and adaptation processes – double helix
- › Sources of advantage
- › Sustaining competitive advantages
- › Strategy in disrupted industries
- › Reasons for incumbents failure

- › Guest talk by leading industry expert

Campus WU

DAY 2 April 12, 2019

- › Dealing with nascent technologies, industries & ecosystems
- › First-mover vs. second-mover advantages
- › Managing inchoate demand
- › Entrepreneurship in established firms
- › Startup-Corporate collaborations

- › Guest talk by leading industry expert and informal dinner

Campus WU

DAY 3+4 May 9–10, 2019

Pioneers'19 Event – The ultimate meeting point for tech founders, innovation executives & investors to build partnerships and shape the future.

- › Participate in pre-selected key sessions together with faculty
- › Choose additional sessions
- › Meet famous tech leaders, promising startups, and accelerator founders
- › Network with early-stage investors/VCs

Pioneers'19 Event Location (Hofburg)

DAY 5 May 17, 2019

- › Achieving superior performance without a sustainable competitive advantage
- › Present and discuss your insights from Pioneers'19
- › Wrap up

- › Guest talk by leading industry expert

Pioneers.io Premises

KEY FACTS

Short Program

Duration: 5 days during April–May, 2019

Language: English

Fee: €4,500 (incl. Pioneers'19), reduced fee for members of WU Executive Club €4,050
Course credits of 5 ECTS can be transferred to regular degree programs of WU EA



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