

# Disruptive Innovation Strategy: Innovate to Disrupt your Industry

Acquire the tools to drive innovation and disruptive thinking,  
keeping you ahead of market trends



Programme date

**September 8, 2026**



Mode of delivery

**Hybrid**



Duration

**3 days**



Fee

**₦850,000**

Excluding VAT

## Overview

Innovate to Disrupt (ITD) is designed for leaders and innovators looking to drive change and create new markets through disruptive innovation. Disruptive innovation is a powerful force that has transformed industries and created new opportunities for growth and success. It involves identifying unmet customer needs, developing new business models, and creating products or services that challenge the status quo and change the game.

By the end of the program, participants will have a solid understanding of disruptive innovation and the tools and strategies needed to drive innovation and disruption in their organization. Participants will have the knowledge and skills to identify new opportunities, create new markets, and drive growth and success in today's rapidly changing business environment.

## Learning Objectives and Benefits

- Introduce participants to the principles of disruptive innovation, including how it works, why it's important, and how it has transformed industries in the past.
- Provide participants with the tools and strategies needed to identify opportunities for disruption and generate disruptive ideas.
- Teach participants how to develop a business model that supports disruptive innovation and how to create a go-to-market strategy for launching a disruptive product or service.
- Equip participants with the knowledge and skills needed to manage the challenges of disruption, including overcoming resistance to change and managing disruption within their organization.

## Who Should Attend

- Mid to Senior-Level Executives
- Entrepreneurs and Start-up Founders
- Innovation Managers and R&D Professionals
- Business Development Professionals

### For More Information, Contact:

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