



LUMS

Rausing Executive  
Development Centre

A photograph of a multi-story brick building with a green wall at the base. The building is constructed of reddish-brown bricks and has several windows. The green wall is covered in dense foliage. The sky is blue with some clouds.

# INNOVATION DRIVEN STRATEGIES FOR BREAKTHROUGH PERFORMANCE

January 10 - 11, 2020

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# Innovation Driven Strategies for Breakthrough Performance

The complex business environment we live in is fraught with opportunities created by new technologies, by shifts in customer preferences and behaviour and by deregulation or new regulation. Quick and effective reaction to such changes means that organisations must remain agile; carefully planned strategic change cannot simply keep pace with the speed the market requires. Organisations require an unprecedented level of flexibility and building it is - more and more- the key to increased competitiveness.

The programme attempts to enable participants to assess their ability at developing professional yet flexible organisations that can respond to market opportunities in a faster and more effective fashion.

## PROGRAMME BENEFITS

The programme will help senior leaders and managers reflect on the managerial implications of leading companies through strategic changes associated with the following contexts:

- Bringing product innovation to market categories where it has been disregarded and complacency is the name of the game among competitors
- Consider the question... Should an organisation lead in disruption? Under which circumstances?
- Responding to opportunities created by technologies, market shifts or new (de)regulation; moving to the premium segment or rather develop a value based approach; moving forward or backwards in the value chain; crafting new alliances with new market intermediaries or simply bypass them with a more Direct-to-Consumer approach
- Facing the challenges of broadening the scope of activity, becoming a truly global player

Programme Date:	January 10 - 11, 2020
Programme Fee:	PKR 80,000
Residential Fee:	PKR 28,500 ( <i>Optional</i> )
Venue:	Raising Executive Development Centre, LUMS

## WHO SHOULD ATTEND

Senior executives heading organisational divisions or business units, CEOs, C-Suite Executives, Entrepreneurs and Divisional Heads with 6 - 7 years of experience in leading roles.

## PROGRAMME COVERAGE

Over the course of 2 days, the participants will learn how to:

- Driving a new strategy against past success, by implementing new ways to create value
  - Establishing an effective new unit for a radically different strategic business model
  - Gaining competitive advantage through sharply defined performance metrics across the entire organisation
  - Leading the product innovation effort
  - Managing with a clear understanding that innovating is not inventing
  - Building skills and attitudes into key organisation units to enable change
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## PROGRAMME FACULTY

### **JOSEPH M. PONS**

*PhD, IESE, Barcelona*

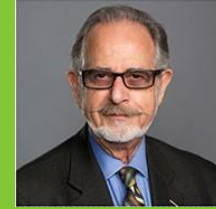


*Dr. Joe M. Pons is currently the President of AXIOMA Marketing Consultants, a firm specialising in strategic marketing projects as well as in training and executive development aspects that usually go hand in hand with customer orientation activities. Between August 2012 and January 2014, Prof. Pons was a visiting professor at Babson college in Boston, teaching MBA and executive programmes as well as developing new frameworks in the entrepreneurial marketing mindset.*

*His current consulting engagements focus on aligning sales and marketing organisations to shifting strategic priorities, improving inter-functional coordination as a mechanism towards greater market orientation as well as international market selection criteria. He has recently become very active in digital marketing frameworks and decision making.*

### **J.B.M. KASSARJIAN**

*MBA and DBA, Harvard University*



*Dr. Kassarian is a Professor of Management at Babson. He has also been chairman of the management division at Babson (1981 - 1987). He has held a joint appointment, as Professor of Strategy and Organisation, at IMD (1989, and as Emeritus since 2001). Prior to joining Babson and IMD, he was on the faculty of the Harvard Business School.*

*His areas of expertise are Global Competitive Dynamic, leading Change – Strategic and Organisational, and Senior Management Team Building. Dr. Kassarian's career reflects an abiding interest in management education at the executive level in diverse cultural settings. Most recently, Dr. Kassarian was the recipient of The Kennedy Award at Babson College for 2015; this award recognises “the faculty member who personifies teaching excellence at the graduate level and whose personal standards of quality and caring extend beyond the classroom”.*

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## TERMS AND CONDITIONS

### ADMISSION PROCESS

Applications will be screened with regard to their suitability for the programme. Kindly ensure the submission of your online application by the deadline. Our online application form is available at <https://redc.lums.edu.pk/program-calendar>

*\*Seat in the programme will be reserved on a first-come, first-served basis.*

### PROGRAMME FEE

The fee includes tuition cost, reading material, tea and lunch served during the programme. If you wish to avail accommodation at LUMS, there will be additional fee. It includes accommodation, breakfasts and dinners for the duration of the programme. However, any extra charges such as telephones, extra meals etc. should be paid on departure. You may check-in on the evening preceding the start date of the programme and check-out the morning after the programme ends. You are, however, requested to inform us of the time of your arrival and departure.

### ACCOMMODATION

We offer single bed accommodation at the Rausing Executive Centre. Each bedroom with attached bathroom is equipped with mini-fridge, writing desk and direct dial STD/ISD telephone and cable TV. All bedrooms at REC are internet-ready. *Please note we do not provide accommodation for drivers accompanying participants.*

### PAYMENT

Payment is due upon receipt of the acceptance letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the programme. Space in the programme may only be ensured after we receive the fee.

Our preferred mode of payment is by cheque/banker's draft payable to Lahore University of Management Sciences. However, the programme fee can also be paid via bank transfer. Please send the cheque to:

Marketing Manager

Rausing Executive Development Centre

Lahore University of Management Sciences

Sector "U", DHA, Lahore Cantt. Lahore – 54792

Tel: +92-42-35608119-8243

*\* LUMS is a not-for-profit organisation under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax deductible/collectable.*

### DISCOUNT POLICY

If more than two executives from the same organisation participate (up to a group size of 5 participants), each additional participant after the first two gets a 20% discount on the programme fee.

### SUBSTITUTES/TRANSFERS AND REFUNDS

If you are unable to attend a registered course, we will accept a substitute until 2 working days before the programme. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a programme, please notify in writing or on call at least 5 working days before the programme. In case of late cancellation, course fee will be refunded after deducting an application processing fee of PKR 20,000.

It is possible to transfer deposited fee to any open enrolment programme within 3 years. Transfers should be notified at least 5 working days before the programme. In case the participant or sponsoring organisation fails to utilise the funds within 3 years, the deposited fee will be forfeited.

**Note:** *REDC may cancel or postpone a programme due to insufficient enrolment or unforeseen circumstances. In this case, university will refund registration fee but will not be responsible for any other related charges/expenses including cancellation/change charges by airline and travel agencies.*

*In case of postponement, the fee may be transferred to the rescheduled offering of that programme or any other programme as an alternate to refund. The University reserves the right to make changes in its programme policies and fees at any time.*

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