

# Managing Digital Disruption & Emerging Technologies — Leading Organizations Through Technological Change

| DURATION          | DELIVERY                    | LANGUAGE                     | DATES                                  | LOCATION | INVESTMENT |
|-------------------|-----------------------------|------------------------------|----------------------------------------|----------|------------|
| 5 Days (40 Hours) | hybrid - online - in person | english - arabic - bilingual | 21 December 2026<br>- 25 December 2026 | Madrid   | EUR 5,500  |

## COURSE OVERVIEW

Managing Digital Disruption & Emerging Technologies equips leaders to interpret technological change before it becomes an organizational crisis or a fashionable distraction. The program examines how AI, platforms, automation, data ecosystems, and other emerging technologies reshape industries, customer expectations, business models, and competitive boundaries. Participants learn to distinguish meaningful disruption from hype, evaluate strategic threats and opportunities, test organizational readiness, and make investment and transformation choices under uncertainty while building the agility required to respond as technologies and markets continue to evolve.

## LEARNING OBJECTIVES

- Diagnose how emerging technologies can alter industry structure, customer behavior, and competitive advantage.
- Distinguish disruptive shifts from incremental technology improvements and short-lived hype.
- Evaluate emerging technologies using strategic relevance, maturity, uncertainty, and organizational fit.
- Assess business-model, platform, ecosystem, and operating-model implications of technological change.
- Strengthen organizational agility, experimentation, and strategic option-building under uncertainty.
- Develop a leadership response plan for selected digital disruptions and emerging technologies.

## DETAILED COURSE OUTLINE

### Day 1 — Understanding Digital Disruption

- Examine how technologies alter industry economics, value chains, and competitive boundaries.
- Distinguish disruption from digitization, modernization, and incremental innovation.
- Analyze why incumbents often recognize disruption yet respond too slowly.
- Identify signals of changing customer behavior, entrants, substitutes, and ecosystems.
- Diagnose disruption pressures affecting a selected industry or organization.

### Day 2 — Evaluating Emerging Technologies

- Build a structured approach for scanning AI, automation, platforms, immersive, and other emerging technologies.
- Assess maturity, adoption barriers, complementary capabilities, and uncertainty.
- Separate strategic relevance from technology hype and vendor narratives.
- Use scenarios and assumptions to evaluate alternative technology trajectories.
- Create an emerging-technology opportunity and threat map.

### Day 3 — Business Models, Platforms and Ecosystems

- Examine how digital technologies change value creation and value capture.
- Compare product, service, platform, and ecosystem business models.
- Analyze network effects, data advantages, complements, and switching dynamics.
- Identify opportunities for new propositions, partnerships, and channels.

- Stress-test an existing business model against disruptive scenarios.

#### **Day 4 — Organizational Response and Strategic Agility**

- Evaluate sustaining, partnering, acquiring, experimenting, and disruptive response options.
- Assess legacy systems, culture, incentives, structures, and capability constraints.
- Build strategic options instead of relying on a single technology forecast.
- Design experimentation and learning mechanisms for uncertain opportunities.
- Strengthen leadership alignment around difficult transformation trade-offs.

#### **Day 5 — Leading Through Continuous Technological Change**

- Prioritize emerging-technology initiatives using strategic and organizational criteria.
- Define governance for scanning, experimentation, investment, and scale decisions.
- Establish indicators that trigger reassessment of assumptions and strategic choices.
- Communicate disruption choices to stakeholders without overstating certainty.
- Produce a digital-disruption response plan for a selected business challenge.