

T H E M E :

# Innovate and Grow with Digital: Redefining Organisational Competitiveness & Productivity



## Business Case/Idea in Brief

Over the last few decades, digital technology has emerged as a very critical element in organizational competitiveness. It has transformed industrial sectors and anchored new business architectures, redesigning markets and facilitating efficiency in the allocation and utilization of factors of production. The impacts have been consequential: nations like Nigeria are moving towards knowledge-based economic structures and information societies, comprising networks of individuals, firms and states that are linked electronically and in interdependent relationships.

In this workshop, we will examine this redesign within the context of fixing market frictions and deploying growth business frameworks in a world of perception demand where meeting needs and expectations of customers are not enough. To innovate is to set a new basis of competition in an economy, business sector or market. Most times, it results to disruption.

## Learning Objectives

Participants will:

- Master the mechanics of digital growth - the reward of innovation - through frameworks, cases and evolving strategies.
- Understand how to undergo digitization journey that is fully aligned with corporate objectives through measurable and realizable benchmarks.
- Acquire business capability tools that do not just RUN their firms but can TRANSFORM them.
- Design corporate growth experiments in Lab sessions based on One Oasis Strategy, Aggregation Construct, Double Play Strategy, Accumulation of Capability Construct, and more.

**For Whom:** This program is designed for Organisations large & SMEs, Startups and Public Institutions.



**Prof Ndubuisi Ekekwe** Invented and patented a robotic system which the United States Government acquired assignee rights and while at Analog Devices Corp co-designed an accelerometer for the iPhone.

Dr Ekekwe holds two doctoral and four master's degrees including a PhD in engineering from the Johns Hopkins University, USA. He earned undergraduate degree from FUT Owerri as his class best student. A recipient of IGI Global "Book of the Year" award, a TED Fellow, IBM Global Entrepreneur and World Economic Forum Young Global Leader, Prof Ekekwe has held Professorships in Carnegie Mellon University and Babcock University, and has served in the United States National Science Foundation Committee. The South African press has dubbed him "a doctor of innovation" for helping organizations on the mechanics of business innovation, strategy and growth. Since 2009, the Chairman of Fasmicro Group controls many startups and entities and has been writing for the Harvard Business Review.

## Lead Facilitator:

**Prof. Ndubuisi Ekekwe**  
Harvard Business Review &  
Chairman FASMICRO Group

**COST: N350,000**  
Per Participant

\*Fee covers tea/coffee breaks, lunch, water, drinks, course materials & certificates

## Program Details:

**DATE:** November 27th & 28th, 2019

**VENUE:** The Civic Centre, Ozumba  
Mbadiwe, Victoria Island, Lagos

**TIME:** 8:30AM prompt

**For Registration & Participation  
Enquiries Call or send SMS to:**

**Jude on 08034187233**

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