

# DESRUPT 2019

15TH -19TH JULY  
Mumbai

think future, act today.



CHEIF FACILITATOR

PRAVEEN JUYAL

Head, DCOE

Innovation and Digital

Transformation

SG GSC

**"It is not the strongest species that survive, nor the most intelligent, but the ones most responsive to *change*."**

- Charles Darwin

design + disruption

The Design Centre of Excellence, Société Générale presents five days of intense and rigorous applied and immersive knowledge sharing on strategic design subjects in order to get introduced, inspired and discourse on the technicalities and applications for a design-led future in the digital age.

Put your finger on 2019's DESRUPT, gain insights and learn without limits!

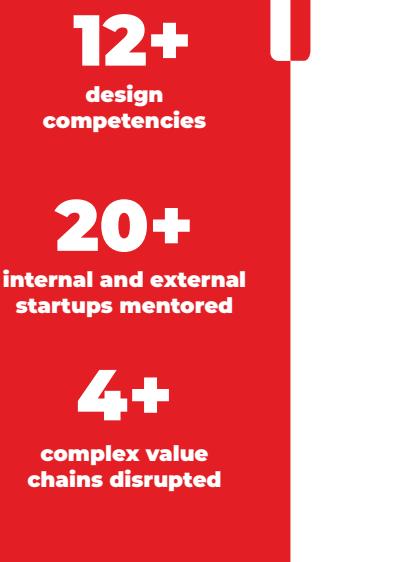
DESrupt brings together an executive masterclass to share practical, real-world approaches on business ecosystems, emerging trends and strategic management so as to discern, decipher and disentangle critical business challenges in order to lead and have a lasting impact on organisations and society.



about

## DESIGN CENTRE OF EXCELLENCE

At the Design Centre of Excellence, we design for deep human impact by putting people first to design, build & launch meaningful experiences that redefine industry paradigms in the constantly evolving digital era.



We operate at the intersection of business strategy, new growth business models and emerging technology, thereby helping our businesses meet and even surpass their customers' expectations.

# WHO IS THIS FOR ?

Entrepreneurs  
Intrapreneurs  
Business  
Consultants  
Designers  
Founders  
Change  
managers  
Learners  
and the curious

**DES**RUPT  
is for all of you !

A WEEK LONG LINE-UP OF MASTERCLASSES AIMED TO EQUIP THE PARTICIPANTS WITH THE CONFIDENCE TO DEMONSTRATE GREATER KNOWLEDGE AND CREDIBILITY IN THE SUBJECT WITHIN THEIR ORGANIZATION.

DESRUPT  
MASTER  
CLASS **1**

**CORPORATE INNOV. & INTRAPRENEURSHIP**  
Driving True Innovation from Within

15th July  
9.30 a.m - 5.30 p.m

DESRUPT  
MASTER  
CLASS **2**

**BUSINESS MODEL INNOVATION**  
Building Next Growth Frontiers

16th July  
9.30 a.m - 5.30 p.m

DESRUPT  
MASTER  
CLASS **3**

**PLATFORM INNOVATION**  
Unleash & Unravel the Brute Force  
of Platforms!

17th July  
9.30 a.m - 5.30 p.m

DESRUPT  
MASTER  
CLASS **4**

**VENTURE DESIGN**  
Design Your adVENTURE for Success

18th July  
9.30 a.m - 5.30 p.m

DESRUPT  
MASTER  
CLASS **5**

**SERVICE INNOVATION**  
Craft the Human Experience

19th July  
9.30 a.m - 5.30 p.m



## KEY TAKEAWAYS FROM THE MASTERCLASSS SERIES



Learning to build future driven structured innovation frameworks for integrating innovation into the organization culture



Access to cutting edge, industry leading design toolkits and frameworks



Learning human centric design, principles as a foundational approach to create meaningful and impactful products services and organizations



Practical hands-on training on real world uses cases



Certification upon successful completion of masterclasses

# CORPORATE INNOVATION & INTRAPRENEURSHIP

Driving True Innovation from Within

Organizations, both large and small, create marketplace opportunities by jumpstarting and accelerating innovation. Organizations that understand the importance of having their teams' rates of internal innovation exceed that of the global economy's rate of external innovation, practice — intrapreneurship —to effectively and successfully commercialize innovations and empower their employees to think and act like entrepreneurs

Innovative intrapreneurship is an active endeavor. Apple's slogan "Think Different" is inspiring but incomplete. We found that innovators must consistently act different to think different. By understanding, reinforcing, and modeling the innovator's DNA, companies can find ways to more successfully develop the creative spark in everyone.

**"Innovation is a word for the organization, whereas intrapreneurialism is a word for the individual – it resonates because it is engaging and empowering."**

Today, It's becomes paramount for the organization to set up the conducive managerial environment and culture to sustain meaningful change and drive innovation .

**DATE**  
15th July  
Monday

**VENUE**  
EMERALD  
Hyatt Regency,  
Mumbai

**MASTERCLASS FEE**  
7000 INR  
per participant



## What does the MasterClass cover?

This segment of the DESrupt masterclass series aims to equip the participants with the right tools and mindsets to reimagine, redesign, lead and integrate successful innovation and change management endeavours within their organization. Participants will find themselves drawn to new ways of thinking through a rich diversity of compelling stories and examples.

## What will I gain from this MasterClass?

Participants will learn how to use structured , creative methodology to effectively harness the potential of innovation and encourage intrapreneurship within the organization oriented at delivering disruptive solutions amidst rapidly fluctuating business paradigms.

## What is the MasterClass format?

The workshop will be a one-day group learning experience with people from diverse sectors which will unfold in the form of master moderation, practical exercises, discussions and live case studies supported by interactive visuals.

# BUSINESS MODEL INNOVATION

Building Next Growth Frontiers

2 DESRUPT  
MASTER  
CLASS

Business Model Innovation is truly & rightfully a growth imperative that sets the foundation for a well-directed organizational transformation. 'Business Model' describes the rationale of how an organization creates, captures & delivers value. In Business Model Innovation, we bring a structured yet creative approach to discover, ideate, prototype & validate emerging and new business models for your business.

Adapting an emerging technology or merely upgrading the user experience will not propel a business into transformational growth. The success mantra for real Innovation & transformation is to think in terms of Business Model Innovation.

**A BCG surveys show that most executives agree, and in fact, many believe that business model innovation is even more important to their company's success than product or service innovation. But other studies have determined that no more than 10% of innovation investments at established companies are focused on creating transformative business models.**

- Wall Street Journal (Nov. 2018)

**DATE**  
16th July  
Tuesday

**VENUE**  
EMERALD  
Hyatt Regency,  
Mumbai

**MASTERCLASS FEE**  
7000 INR  
per participant

## What does the MasterClass cover?

The full-day interactive workshop will cover the following topics:

- Business Model Fundamentals
- Decoding the Customer (needs, aspirations, values)
- Capturing Value & Designing Value Propositions
- Disruptive Business Model Design

## What will I gain from this MasterClass?

The MasterClass will equip participants with the requisite fundamental knowledge to comprehensively understand their customers and decode their key Jobs to be Done, and design their value propositions to address them specifically. In addition to this, there will also be a hands-on deepdive into understanding, creating, testing & validating latest & contextually relevant business models.

## What is the MasterClass format?

The design workshop is a mix of knowledge sharing sessions, discussions, and most importantly, team-based, hands-on design exercises using the provided frameworks/toolkits.



# PLATFORM INNOVATION

Unleash & Unravel the Brute Force of Platforms!

What is common between – Google, Alibaba, Facebook, Amazon, Apple and Snapchat, besides their ever ascending Market share? They are all platforms!

What is a platform? **A new business model that is systematically and strategically designed to dominate the vastly hyper-connected and Networked Digital Economy.** Digital Platforms come with the promise of exponential growth, scale through network effects with no assets needed.

**Research shows that emerging digital ecosystems could account for more than \$60 trillion in revenue by 2025 (30% of global corporate revenue) & yet only 3% of established companies have adopted an active platform strategy.**

- World Economic Forum

**DATE**  
17th July  
Wednesday

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Hyatt Regency,  
Mumbai

**MASTERCLASS FEE**  
7000 INR  
per participant

## What does the MasterClass cover?

The Masterclass will be a day-long coaching session crafted to cover the following:

- Introduction to Platforms - The Next Big Thing
- Disruption and Power of Platforms - Understanding Ecosystems
- Platform Architecture & Design Fundamentals
- Strategy to Launch, Open and Monetise Platforms
- Methods to Govern, create effective Policies and Measure Platform Success
- Conclusion - Platform: The New Battle Ground and Emerging Future

## What will I gain from this MasterClass?

This masterclass will be designed to help participants deep-dive, explore and navigate through the mechanics and complexities of Building, Driving and Managing a Minimum Viable Platform. You will acquire a complete understanding of the nuts and bolts of designing, launching and governing a need-based and well-designed platform model to connect people, organisations, and resources for creating and exchanging value.

## What is the MasterClass format?

The platform design studio will entail topics and information on digital transformation, changing user expectations, technological trends as well as a detailed study of successful digital platform strategies distributed as case-lets, group discussions and most relevantly, team-based, immediate applications using the provided practical canvases, techniques and design toolkits.



According to a CB INsights report, the **primary reason why startups fail is that there is simply no market need for their value offerings in the first place- accounting for the failures of about 42% of startups.** All subsequent efforts thus, be it product and experience improvement, marketing etc. are misplaced. The typical tendency to dive headfirst into creating the solution without having a comprehensive understanding of the problem leads startups to have critical failures at first market contact.

The Venture Design workshop presents participants with a **structured, lean methodology** to build a solid foundation for assessing customer needs, validating underlying assumptions, designing strong value offerings, backed with robust business models.

**"More than 90% of startups fail, due primarily to self-destruction rather than competition. For the less than 10% of startups that do succeed, most encounter several near death experiences along the way. Simply put, we just are not very good at creating startups yet."**

- Startup Genome Report Extra on Premature Scaling

**DATE**  
18th July  
Thursday

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EMERALD  
Hyatt Regency,  
Mumbai

**MASTERCLASS FEE**  
7000 INR  
per participant



### What does the MasterClass cover?

The full-day workshop will cover the following topics:

- Fundamental Principles of Lean venture Design
- Customer-focused Learning
- Value Offering Design
- Lean Business Model Design

### What will I gain from this MasterClass?

Learn the art of designing successful ventures built on value offerings that are focussed obsessively on the customer through rapid cycles of experimentation, learning & execution. A practical learning experience through the use of real-world use-cases that participants can apply to their respective ventures to reimagine them through the lens of hypothesis-driven experimentation & lean business models.

### What is the MasterClass format?

The design workshop is a mix of knowledge sharing sessions, discussions, and most importantly, team-based, hands-on design exercises using the provided frameworks/toolkits. Applied & practical learning using real-world cases studies and examples.

# SERVICE INNOVATION

Craft the Human Experience

5 DESRUPT  
MASTER  
CLASS

Considering the **huge delivery gap in what organisations are offering and what customers are perceiving**, organisations need to relook at their customer experience strategy. **Great services are not accidental, they are designed.** Service Design acts as an enabler for organisations in decoding existing customer journeys in order to carefully craft touchpoints and meaningful interactions.

Service design also helps large organisations in **re-imagining complex, redundant and obsolete business processes for effective value delivery, higher productivity and increased customer satisfaction.**

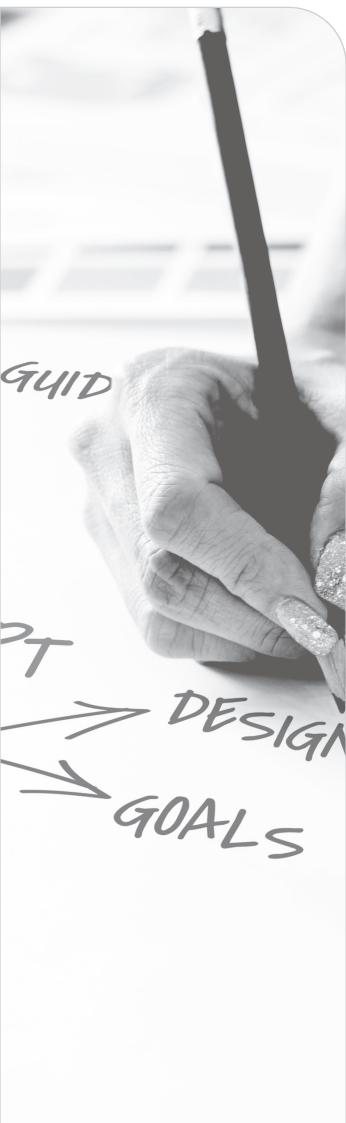
**“... leaving services to individual talent and managing the pieces rather than the whole—makes a company more vulnerable and creates a service that reacts slowly to market needs and opportunities.”**

- Harvard Business Review (*Designing Services that Deliver*)

**DATE**  
19th July  
Friday

**VENUE**  
EMERALD  
Hyatt Regency,  
Mumbai

**MASTERCLASS FEE**  
7000 INR  
per participant



## What does the MasterClass cover?

The workshop introduces service design as a toolkit to reimagine customer experiences and the large processes which help in delivering the value to the customer.

- Customer experience in the digital age
- Service design theory, concepts and fundamentals
- Tools, methodology and framework for reimaging customer experience
- Service prototyping and validation
- Driving service innovation mindset

## What will I gain from this MasterClass?

Service Innovation is a unique MasterClass that offers key insights from the service ecosystem, methodologies, frameworks and tools to conceptualise, build and validate services which can deliver the desired customer experience.

## What is the MasterClass format?

The workshop will be a one-day group learning experience with people from diverse sectors which will unfold in the form of master moderation, practical exercises, discussions and live case studies supported by interactive visuals.

# MasterClass Recommendations

FOR	Sample Job Profiles	CII	BMI	PI	VD	SI
<b>INNOVATION LEADER &amp; STRATEGIST</b>  Corporates and leaders who want to understand & successfully integrate, real innovation into the company's DNA.	<ul style="list-style-type: none"> <li>Innovation Head</li> <li>Innovation Consultant</li> <li>Design Manager</li> <li>Business Strategist</li> <li>Business Unit Heads</li> <li>Design Managers</li> </ul>	●	●	●		
<b>FOUNDER &amp; ENTREPRENUER</b>  Businesses who want to re-think their business models, discover & foray into new markets and grow exponentially.	<ul style="list-style-type: none"> <li>CEO</li> <li>Startup Founders</li> <li>C-suite Executives</li> <li>Business Owners</li> <li>Design Leads</li> </ul>		●	●	●	
<b>CUSTOMER EXPERIENCE &amp; TRANSFORMATION LEADER</b>  Leaders who want to bring about a change in organizations by design and technology, discover new avenues of growth in operations and supply chain driven environment	<ul style="list-style-type: none"> <li>Digital Transformation Lead</li> <li>Chief Experience Officer</li> <li>Marketing Leads</li> <li>Product Managers</li> <li>Project Managers</li> <li>Designers</li> </ul>	●	●			●

CII: Corporate Innovation & Intrapreneurship

BMI: Business Model Innovation

PI: Platform Innovation

VD: Venture Design

SI: Service Innovation

**FOR FURTHER DETAILS PLEASE CONTACT**

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**REGISTRATION LINK**

*{to be updated}*

**THE FUTURE IS YOU**  SOCIETE GENERALE

**SCAN THE QR CODE TO REGISTER**

