



# Navigating Strategic Inflection Points

## 1 Week Experience

Technology has quickened the pace of business disruption; the frameworks of yesterday are not as effective in today's dynamic environment. To remain competitive in their fields, organizations must be prepared for the strategic inflection points that will shape customers' needs and demands.

**Estimated Time Commitment: 2.5–3 hours**

Faculty Video Lectures: 30 Minutes

Create Action Plan: 75–90 Minutes

Interactive Activities: 45–60 Minutes

In this experience, innovation and strategy expert Rita McGrath will reveal techniques and ways of thinking that will not only help leaders view their current landscape more clearly, but also prepare them to “see around corners” and spot disruptions affecting their industries. This will allow for strategic planning to maximize the value, or mitigate the impact, of current or anticipated trends. As a leader, participants will be better equipped to nimbly navigate shifts in their business context.

## Key Learnings

- Inflection Points and Strategic Opportunity
- Lagging, Current, and Leading Indicators
- “Time Zero” Events
- Analyzing Early Warnings
- Monitoring Inflection Signals

## Faculty: Rita McGrath



**RITA  
MCGRATH**

Rita Gunther McGrath, faculty member at Columbia Business School, is regarded as one of the world's top experts on strategy and innovation with particular emphasis on developing sound strategy in uncertain and volatile environments. Her ideas are widely used by leading organizations throughout the world, and she fosters a fresh approach to strategy among those with whom she works.

## Assignment Details: Create an Action Plan

- Select trends that could cause disruption for your business and analyze early warnings for those trends
- Create a plan for monitoring signals that might indicate coming inflection points