

# Your Kodak Moment? Future-Proofing Your Business from Disruptive Technology (2 Days)

*Is your business having 'A Kodak Moment'?*  
*Decisions that you make today will have long-term, material impact on your organisation.*

Just when you thought the disruption caused by the CoVid19 pandemic and rapidly changing technology was slowing down or even over - along comes the opportunities and threats from technology like Generative AI.

At the same time, technologies that were the height of the hype-cycle 12 months ago like Web3 have faded into the background.

- Learn how to anticipate and adapt to disruptive technology
- Leverage emerging technologies, and create a strategy to protect your business.

Designed for business leaders making decisions about long term strategy, marketing, growth, talent and more.



## 2 Day Workshop

### Day 1 – Setting the Scene

- Session 1: Introduction to Disruptive Technology and its Impact on Experience
- Session 2: Leveraging Emerging Technologies
- Session 3: Anticipating and Adapting to Disruptive Technology
- Session 4: Scenario Planning for Disruptive Technology

### Day 2 – Taking the Shot

- Session 5: Group Exercise - Scenario Planning
- Session 6: Evaluating and Preparing for Scenarios
- Session 7: Creating a Digital Transformation Roadmap
- Session 8: Creating a Culture of Continuous Learning and Improvement

[DMF@PILOTEMEDIA.COM](mailto:DMF@PILOTEMEDIA.COM)

+306987106721

