Market Disruption Analysis

28 February – 4 March 2027
Riyadh (KSA)



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Why This Course

In an age of technological innovation, shifting consumer behavior, and global volatility, industries are being reshaped faster than ever before. Market Disruption Analysis equips leaders, strategists, and decision-makers with the insight and tools to anticipate, analyze, and respond to disruptive forces that redefine market dynamics and competitive landscapes.

This program integrates strategic foresight, trend analysis, and scenario planning to help participants identify emerging risks and opportunities early. It provides a structured approach to understanding disruptive technologies, new business models, and changing value propositions — enabling organizations to adapt with agility, resilience, and innovation.

What You'll Learn and Practice

By joining this program, you will:

- Understand the nature and impact of market disruption across industries.
- Learn frameworks for identifying and analyzing disruptive trends and technologies.
- Assess the strategic implications of disruption on business models and customer value.
- Develop tools for early detection, scenario planning, and innovation alignment.
- Build strategies to adapt, pivot, or lead in times of disruption.
- Strengthen decision-making under uncertainty and complexity.

The Program Flow

Day 1: The Landscape of Market Disruption

- Defining disruption and its strategic significance.
- The evolution of markets in the face of technology, globalization, and regulation.
- Case study: analyzing historical and emerging market disruptions.
- Workshop: Identifying disruption drivers in your industry.

Day 2: Drivers and Indicators of Market Change

- Technological disruptors: AI, automation, blockchain, and sustainability trends.
- Social, economic, and political factors influencing disruption.
- Market signals, weak trends, and early indicators of change.
- Practical exercise: mapping disruption signals using analytical framework



Day 3: Analyzing Disruption Impact on Business Models

- How disruption redefines value chains and customer expectations.
- Assessing business model vulnerabilities and opportunities.
- Competitive analysis: new entrants, platforms, and industry convergence.
- Group project: diagnosing the impact of a disruption scenario on a chosen market.

Day 4: Strategy Design for a Disruptive Environment

- Scenario planning and strategic foresight techniques.
- Designing adaptive and resilient business strategies.
- Balancing innovation with risk management.
- Workshop: Building a disruption response strategy for an organization.

Day 5: Leading Through Disruption

- Leadership capabilities for disruptive times.
- Building organizational agility, innovation culture, and change readiness.
- Measuring adaptation and transformation success.
- Action workshop: creating a Market Disruption Playbook for your business.

Individual Impact

- Develop strategic foresight and analytical thinking for complex environments.
- Gain confidence in identifying, interpreting, and responding to market shifts.
- Strengthen an innovation mindset and adaptability under pressure.
- Build the ability to turn disruption into opportunity and advantage.

Work Impact

- Improve the organization's ability to anticipate and prepare for change.
- Strengthen competitive positioning through proactive strategy design.
- Accelerate innovation and agility across functions.
- Build resilience and future-readiness into the organization's DNA.

Training Methodology

This program combines analytical frameworks, scenario simulation, and strategic design to ensure deep understanding and real-world application. Learning methods include:

- Interactive trend analysis and foresight exercises.
- Case studies from industries disrupted by technology and innovation.
- Group projects simulating strategic responses to disruption.
- Guided workshops on market mapping and adaptive planning.
- Toolkits and templates for continuous disruption monitoring and analysis.



Beyond the Course

Upon completion, participants will be equipped to analyze, predict, and act upon market disruptions with clarity and confidence. They will leave prepared to design adaptive strategies, guide transformation initiatives, and position their organizations as leaders in an era of constant change.

