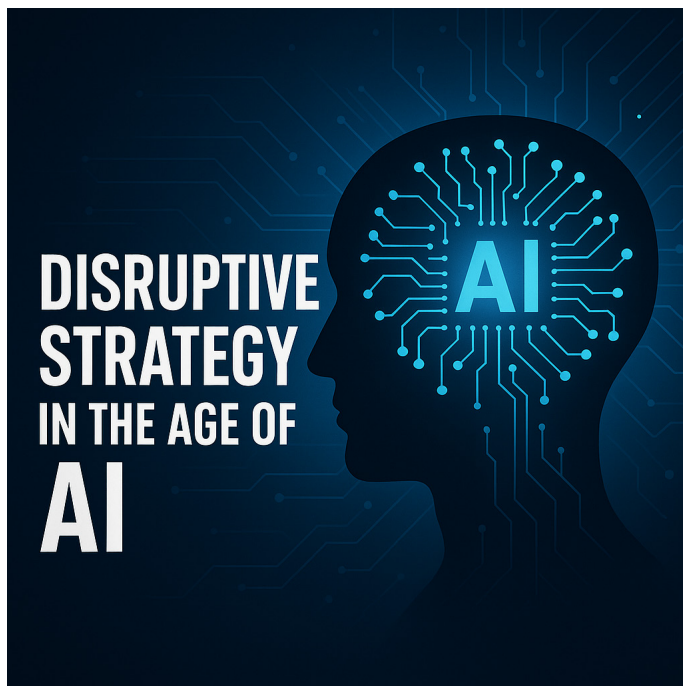




Disruptive Strategy in the age of AI



About the course

In an era where **artificial intelligence is redefining every industry**, even the most successful organizations are vulnerable to disruption. This course, *Disruptive Strategy in the Age of AI*, equips leaders to understand **why great companies fail**, and how to transform disruption into an opportunity for sustainable growth.

Participants will uncover the **strategic logic of disruption**—why dominant players are blindsided by new entrants—and learn to distinguish between the **three types of innovation** that shape competitive advantage:

- **Sustaining Innovation** – Leveraging technology and AI to enhance existing offerings.
- **Low-End Disruption** – Using automation, data, and efficiency to serve overlooked markets.
- **New Market Disruption** – Harnessing AI and emerging technologies to create entirely new value networks.

By integrating **AI-driven insights** into classic disruption theory, the course helps participants:

- Identify **early signals of technological disruption** in their industries.
- Anticipate shifts in customer behavior powered by **intelligent** systems.
- Design **AI-enabled business models** that outpace traditional competitors.
- Develop **organizational agility** and innovation cultures fit for continuous transformation.

Through case studies, frameworks, and **interactive** sessions, participants will build the capability to **lead strategic renewal in the age of artificial intelligence**—where speed, adaptability, and innovation are the ultimate sources of advantage.

Why Enroll Now

The pace of disruption has never been faster – and AI is at its core. This course is designed for forward-thinking leaders who want to stay ahead of change, not chase it. **Disruptive Strategy in the Age of AI** gives you the strategic frameworks, tools, and insights to anticipate disruption, seize emerging opportunities, and lead innovation with confidence. Whether you're driving transformation within your organization or building a new venture, this program helps you turn AI and disruption into your competitive edge.

ABOUT DR. SAM MOARBES

Dr. Sam Moarbes is a strategic transformation leader and researcher specializing in disruptive innovation and digital transformation. His doctoral thesis – “The Impact of Organizational Readiness on Disruptive Strategy in the Aviation Industry in GCC Countries” – examines how readiness drives innovation in complex industries. With executive experience in global strategy and operations, he empowers leaders to navigate disruption and leverage AI for competitive advantage.

FOR MORE INFO:

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DISRUPTIVE STRATEGY IN THE AGE OF AI

Course Duration

OPTION 1 – EXECUTIVE INTENSIVE FORMAT:

Duration: 18 hours (3 days × 6 hours)

Ideal for executives and managers seeking a fast, immersive experience.

Price for Executive Intensive (18h): 1200 US\$

OPTION 2 – EXTENDED PROFESSIONAL CERTIFICATE:

Duration: 30 hours (5 days × 6 hours or 5 weeks × 1 module per week)

Includes additional AI strategy workshops and a capstone project focused on real-world disruption cases.

Price for Professional Certificate (30h): 2000 US\$