

# Innovate or Die

featuring RIT Saunders College of Business  
Tuesday, April 25, 2017



*At this Rochester Chamber biz.Exchange Professional Development Series* event, learn about the nature of business disruption, warning signs of potential disruption, and strategies to defend against disruption.

RIT Saunders College of Business Senior Lecturer and Executive in Residence **Bob Boehner** explores concepts outlined in **Clayton Christensen's book "The Innovator's Dilemma"**, which introduced the idea of disruptive innovation. A former Xerox Vice President for Global Channels Development, Boehner also takes a look at how Xerox, Kodak, and Bausch + Lomb fell victim to disruptive forces identified by Christensen.

The event also features how executives are often surprised by technology-based disruption as it starts on the low end of the market out of sight of managers and slowly invades the customer base. By the time a company recognizes it is being disrupted it is typically too late to defend itself successfully. This session will be beneficial to any company that might be impacted by disruptive forces in the total business or in several of its functional strategies.

## THE PRESENTER:

**Bob Boehner** is a Senior Lecturer and Executive in Residence at the Saunders College of Business at RIT. Bob spent 30 years at Xerox including a role as Vice President for Global Channels Development. He teaches disruption theory in RIT Executive MBA and Masters in Product Development programs, and in multiple executive certificate programs. He has advised clients about disruption in his consulting work.

## JOIN US AND LEARN:

- *How you can identify disruption in your business*
- *What you can do to innovate, prepare for, and survive disruption*
- *Why other businesses missed the signs and failed*



**Tuesday, April 25, 2017**

7:30 to 7:55 a.m. - Registration/ Continental Breakfast  
8 to 9:30 a.m. - Program Presentation with Q&A Session

### Location:

Genesee Valley Club, 421 East Ave, Rochester NY

\$20 for Rochester Chamber Members

\$40 for Non-Members

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