



Programme: **Future-Proofing the Enterprise: Strategic Leadership Amid Global Shifts: An inseed Power Talk featuring The Phoenix Encounter Method**

Date: **09 June 2026  
11:00 AM - 12:30 PM**

Duration: **1 hour**

Director level:

Programme category:

Programme mode:

CPD: **2**

RCH:

Price:

Venue: **ICDM Penta Training Room**

Speaker: **Professor Sameer Hasija**

## **Programme Description**

### **Programme Overview**

Boards and senior leaders are operating in an era where long-held assumptions about business resilience, competitiveness and growth are being tested. Accelerating technological change, AI-enabled disruption, shifting consumer expectations, evolving talent dynamics, sustainability pressures and geopolitical uncertainty are reshaping how organisations create and protect value.

This 90-minute Power Talk introduces senior leaders to The Phoenix Encounter Method, a strategic leadership lens designed to help organisations confront disruption before it becomes existential. Drawing from INSEAD's executive education perspective and recently published research, the session challenges conventional responses to change and encourages leaders to think more deliberately about adaptation, renewal and long-term enterprise resilience.

Designed for a board-level audience, the discussion will provide a distilled view of the major global shifts transforming the business landscape and what they mean for governance, strategy, growth and organisational agility. Participants will be invited to reflect on how boards and senior executives can better steward today's enterprise while preparing it for an increasingly uncertain future.

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### **Learning outcomes**

By the end of this programme, participants will be able to:

1. Recognise the major global shifts reshaping enterprise competitiveness, including technology, talent, ESG, consumer behaviour and geopolitical complexity.
2. Understand how disruption challenges traditional leadership, governance and business model assumptions.
3. Explore the principles behind The Phoenix Encounter Method as a framework for strategic adaptation and renewal.
4. Reflect on the board's role in strengthening organisational agility, resilience and future-readiness.
5. Identify key questions boards should be asking to future-proof the enterprise.

## Trainer Profile

### Professor Sameer Hasija

Professor of Technology and Operations Management, The Henry Ford Chaired Professor in Technology and Operations, Dean of Executive Education and Dean of INSEAD Asia Campus.

Prof. Sameer Hasija's work focuses on emerging technologies, business model innovation and the economics of technologies such as AI, IoT, blockchain, robotics and 3D printing. He regularly delivers keynote sessions and workshops for boards, CXOs, senior management teams, government organisations and global institutions.

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