

JOIN MCE'S BUSINESS BREAKFAST

THE INNOVATION PARADOX

LEADING THROUGH UNCERTAINTY
WITHOUT LOSING INNOVATION

MCE Business Breakfasts are interactive events on key business topics. They are by invitation only and are free-of-charge.

WHY THIS CONVERSATION NOW?

Leaders are expected to innovate faster while reducing risk. Accelerate transformation while maintaining operational excellence. Empower people while ensuring accountability. Deliver short-term results while preparing for an uncertain future.

The greatest leadership challenge today is not solving there contradictions, but learning how to lead trough them.

THE INNOVATION PARADOX

Innovation rarely fails because organizations lack ideas.

It fails when leaders struggle to navigate the tensions that innovation creates.

Every organization must balance paradoxes that span enabling operational, creative, and contextual dimension.

These are not problems to elimiate.

They are paradoxes to lead.



ENABLING
TENSIONS



OPERATIONAL
TENSIONS



CREATIVE
TENSIONS



CONTEXT
TENSIONS

DURING THIS EXECUTIVE BREAKFAST, WE WILL EXPLORE



Why organizations unintentionally suppress innovation despite investing heavily in it.



Practical approaches to balancing creativity, discipline, governance and execution.



How uncertainty is reshaping leadership, innovation and competitiveness.



What distinguishes organizations that continue to innovate during periods of disruption.



Why innovation requires managing paradoxes rather than solving trade-offs.

The session will begin with an introduction by Patrick Faniel, Managing Director MCE, followed by a keynote by Abdelmoula El Hadi, and then an executive dialogue with leaders from industry, academia, and public affairs, and at the end an interactive discussion with participants.

HOSTED BY:

ABDELMOULA EL HADI

Group Head of Innovation at Knauf Insulation, where he leads innovation strategy, portfolio governance, and execution across Europe, the Middle East, Africa, and Asia-Pacific.

With more than 15 years of international experience in industrial innovation and transformation, he has led global innovation portfolios, developed innovation management frameworks, and supported organizations in translating strategic ambition into measurable business impact.

He is the author of the forthcoming book **The Creativity Paradox**, which explores why organizations often struggle to innovate despite their best intention how leaders can create the conditions for creativity, execution, and sustainable growth.

A copy of the **The Creativity Paradox**, will be offered to participants.



EVENT DETAILS



15 September
08:00 – 10:00 CET



**Steigenberger Icon
Wiltcher's**
Avenue Louise 71, 1050
Brussels

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HERE**