

ROAD TO REINVENTION

Let go of the past

FINISH-DOWN

↳ hire recent grads to do little work left of laid off employees

vs

Start-Up

↳ market stirrers
↳ more willing to disruptively innovate

TRIAL and ERROR

cost leadership

focus

"Competitive Advantage" - strategies

differentiation

Progress in a criticism proof Jack in the box

DISRUPTIVE

INNOVATION

DISRUPT OR BE DISRUPTED

↳ apply start up tech on existing customers

BIG BANG DISRUPTION

start ups quietly fail until they explode

WHY DO BUSINESSES FAIL?

THE INVENTOR'S DILEMMA

velocity of history = problem

Doing the right thing is the wrong thing.

SUSTAINING INNOVATION

• companies too focused on pleasing original customers.

loyalty vs expansion

FAIL

↳ abandon new market

↳ LOST OPPORTUNITY

NO LOUD CRITICS

low margins
trial and error

DEFINITION:

selling of a cheaper, poorer quality product that initially reaches less profitable customers but eventually takes over + devours the entire industry