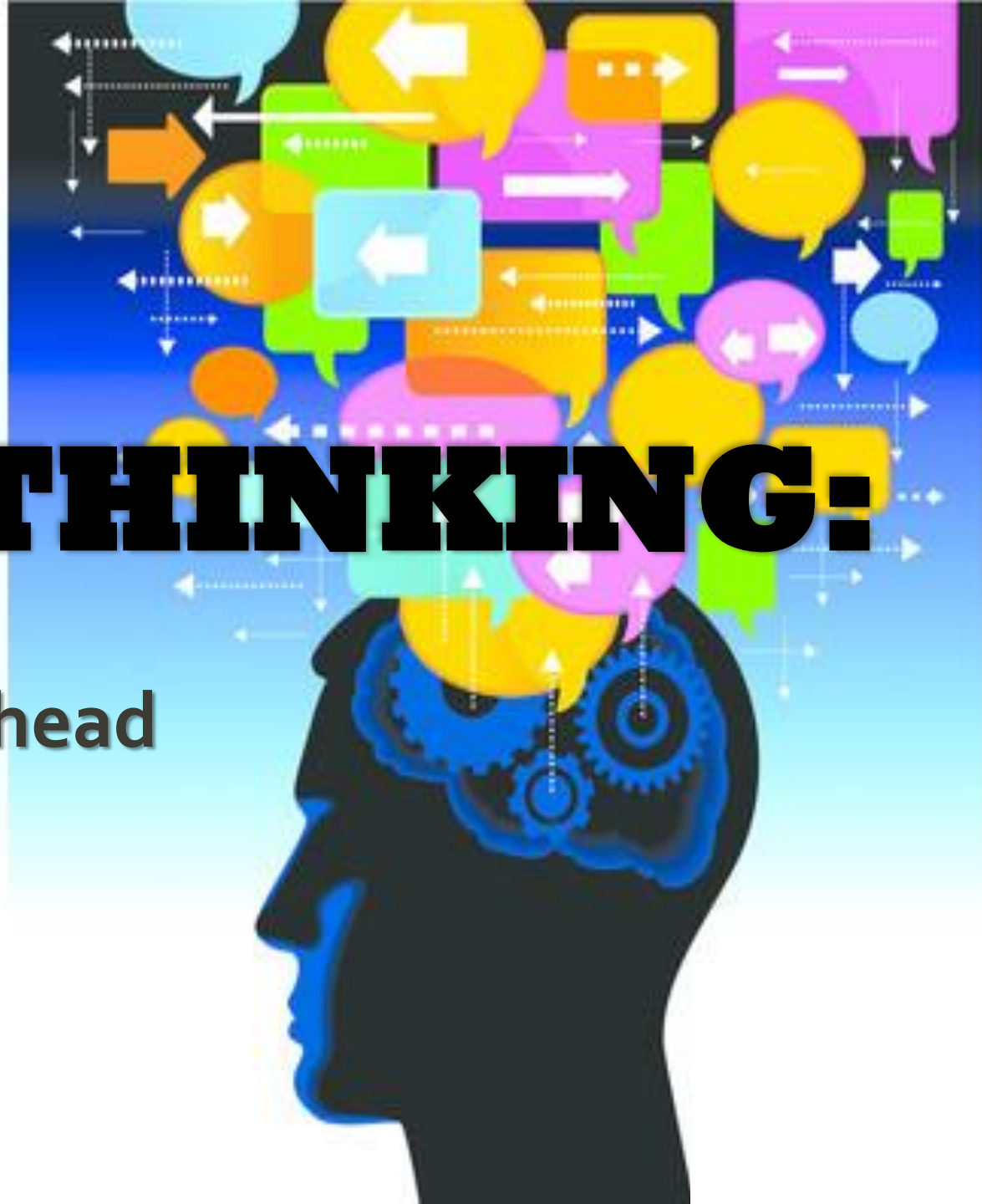
DISRUPTIVE THINKING:

- Aka: Staying one step ahead



The Year is 2016.....

UBER

DRONE

CYBER ATTACK

GLUTEN

BLOG

HASHTAG

TWITTER

EBOOK

LOL

OMG

PERISCOPE

BITMOJI

GOOGLE

TWEET

LIKE

FLAG

FOLLOW

SHARE

TASK RABBIT

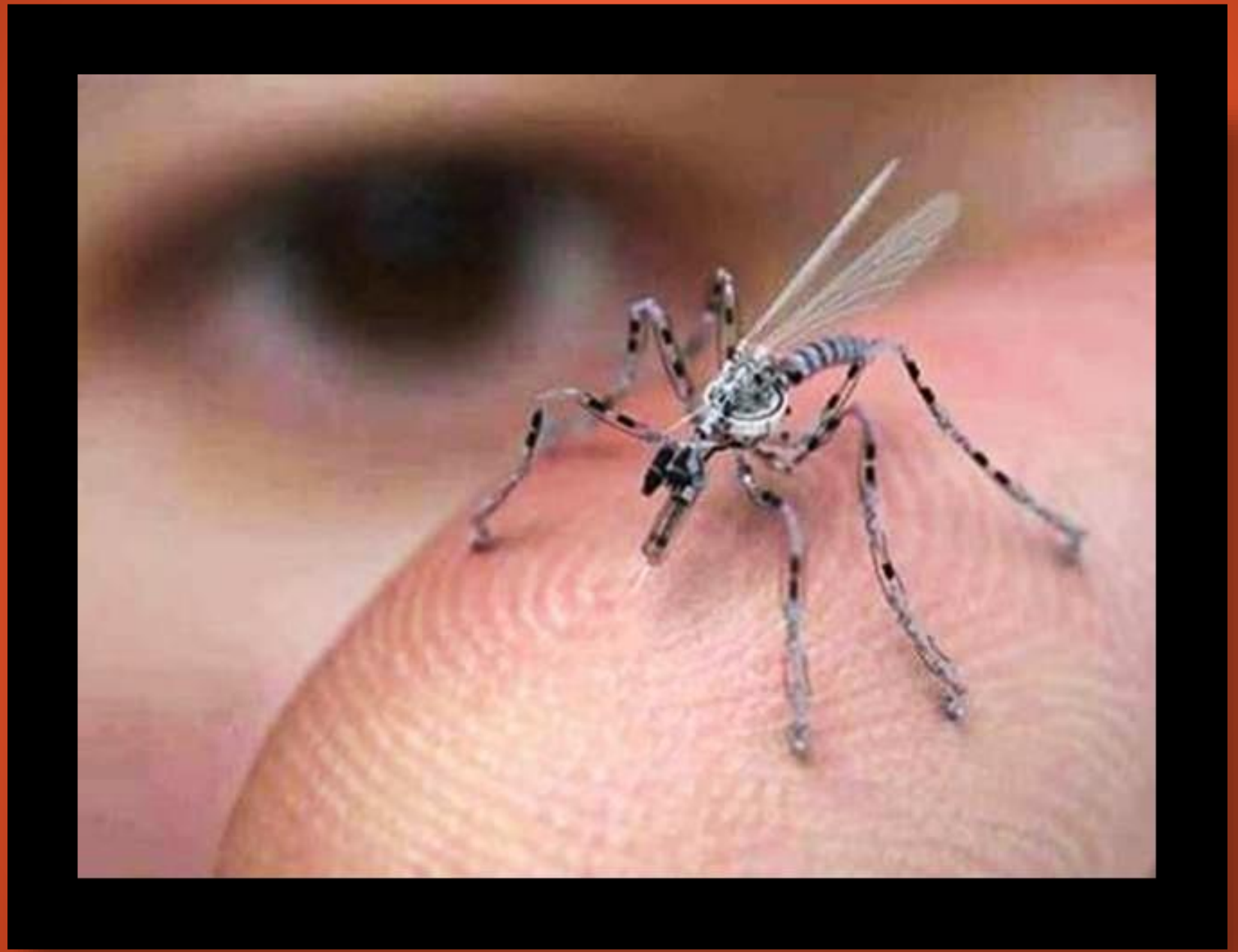
EAZE

DOOR DASH

YELP

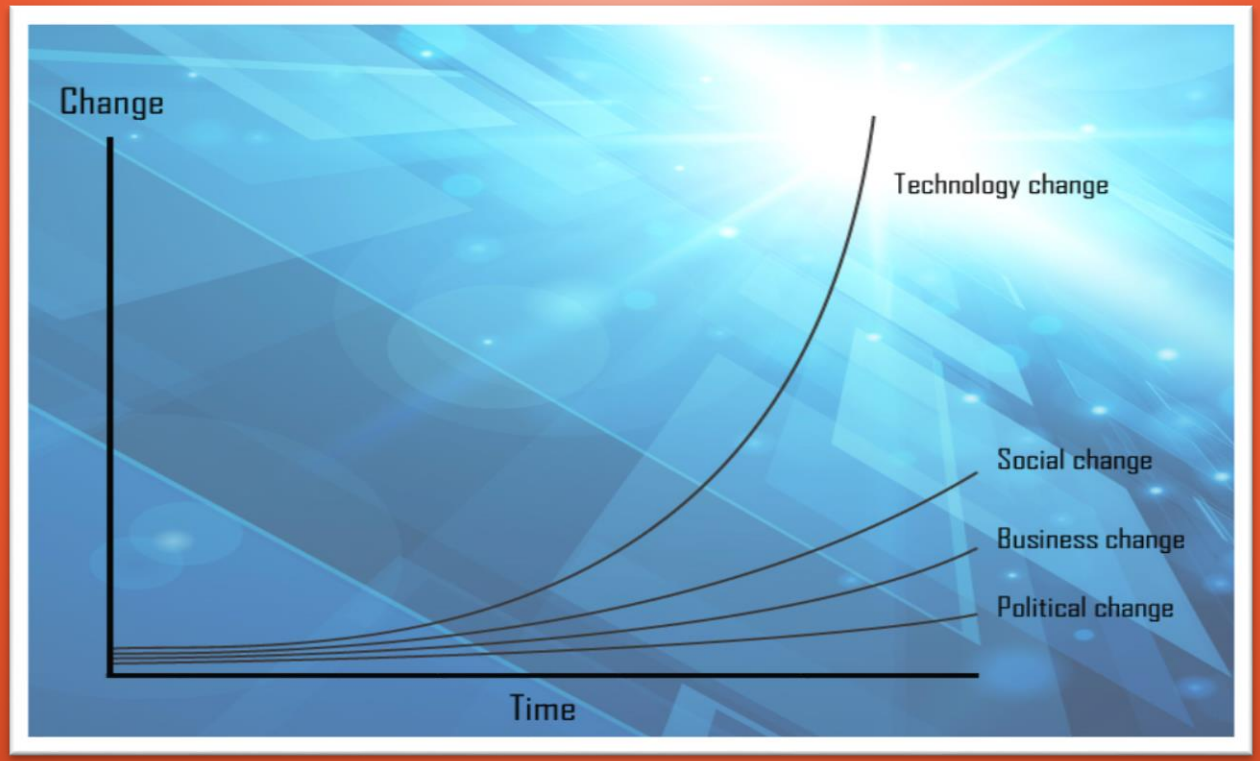
YOUR MECHANIC

BELL HOPS

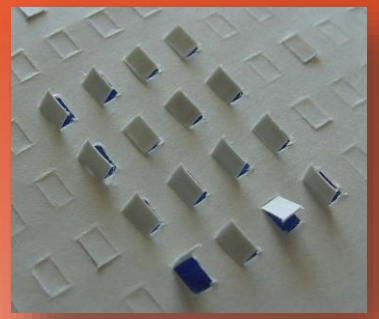


SHIFT HAPPENS

World of non-stop, exponential change



Last 10-15 years…..



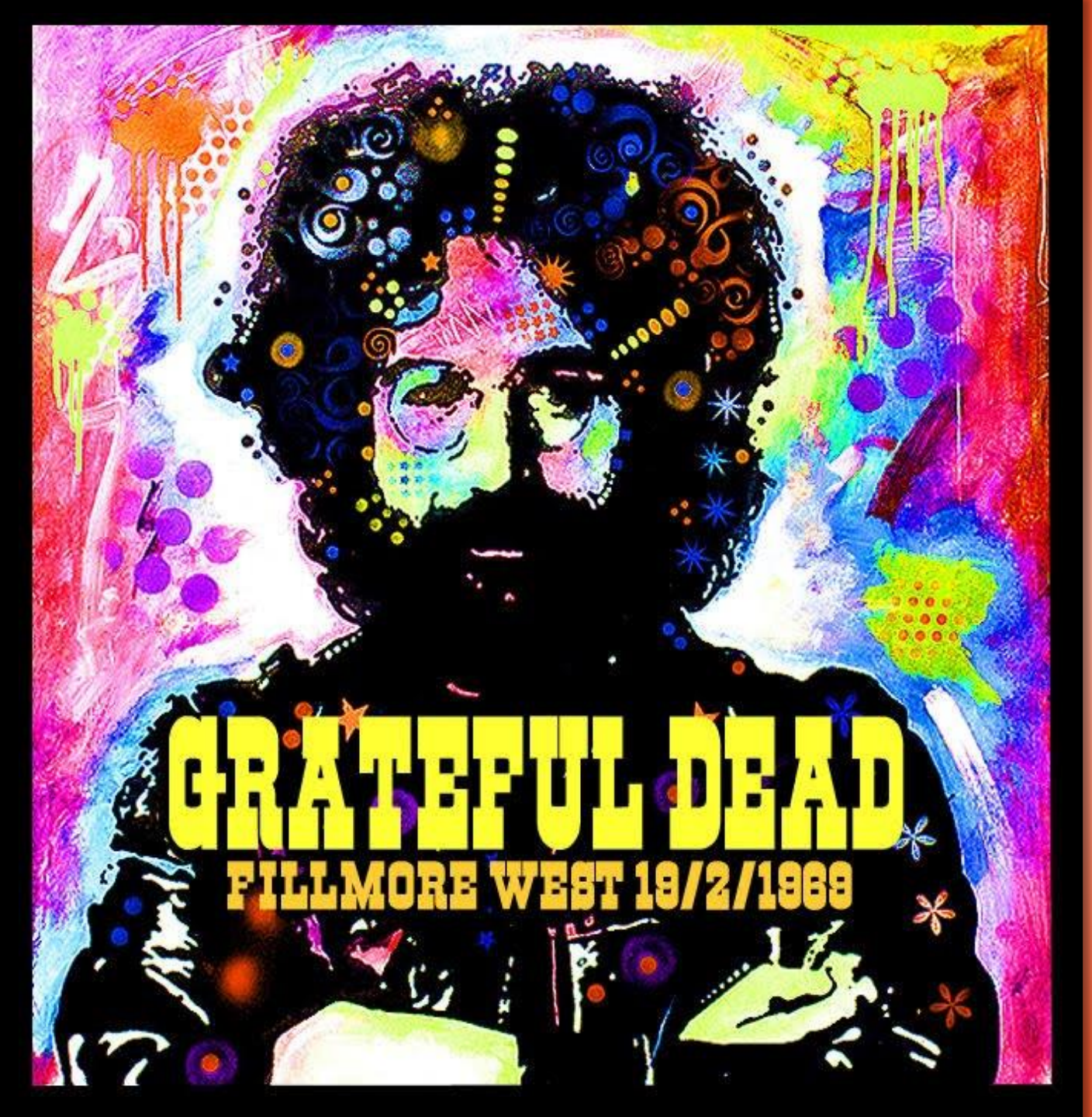
- HANGING CHADS
- GOOGLE↑, APPLE↓
- AMAZON
- FACEBOOK/YOU TUBE
- APPS

We are living in a different world

What worked 5-10 years ago…..

Only one way to win.....

Do something no one else is doing!



"We do not merely want to be the best of the best. We want to be the only ones who do what we do

-Jerry Garcia,
The Grateful Dead

The Secret

Think what
no one else
is thinking
and look at
something that's
not broken

What are you looking for?

Pain Points ?

Unbroken Areas

"WHAT IF...?"

What if……

“Intentionally unreasonable statement….

Thinking in a different direction”

Pompidou Centre -Paris

ARMAN

Socks

mixtermax
mixtermax
mixtermax

little miss matched

Sodas

Sodas

Inexpensive

Expensive

Tastes good

Tastes bad

Hip and Cool

Functional

Serve chilled
Carbonated
RedBull
RedBull
gives you wings

Car Rental

See the customer

Don’t see the customer

Paperwork/contract

No paperwork

Rent by the day

Rent by the hour

zipcar®

wheels when you want them

- Think inside out
- Upside down
- Backwards
- Forward
- Move in the opposite direction

Why Now?

Surplus of

Similar companies

Similar people

Similar educational backgrounds

Similar ideas

Similar things

Similar prices

Similar quality

- Access to Technology, Products and Information
- Consumers changing the way they buy
- Business changing the way they compete
- Revolution is happening

What a great opportunity to do something different!

Office Chairs

Status	Functional
Throne-like	Ugly
Thick cushions	Wiry Frame
High imposing back	Looks like Lawn Furniture

Aeron Chairs

Functional

Ugly

Wiry Frame

Looks like Lawn Furniture

But be careful

Your idea has to provide value

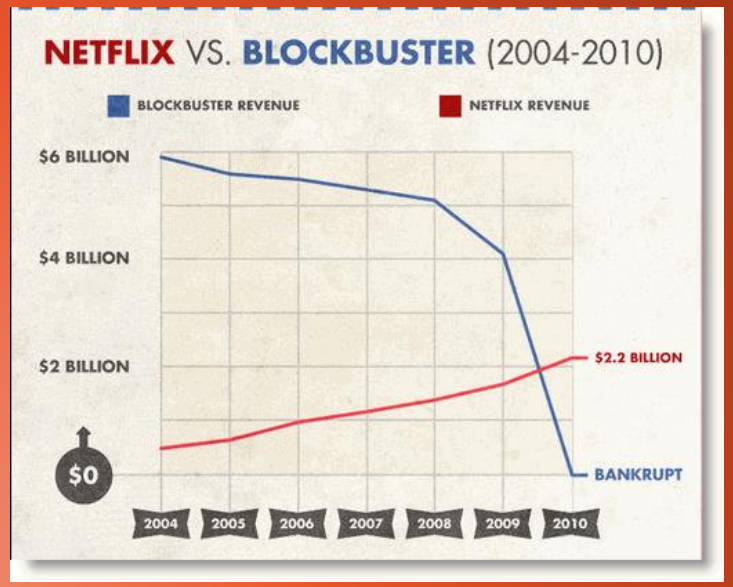
Ford Edsel

- Actively involve end users
- Have a good reason to break the rules
- Test it with a user group

SAMSUNG
MUTE
SOURCE

Complacency is Dangerous

- Kodak
- Blockbuster
- A watch



Business/Product Clichés

Assumptions that limit thinking

Clichés

Product clichés

Interaction clichés

Restaurant Experience

Soda

Rental Cars

Skull Mapping

Process Clichés

Talent Selection Process

Serious	Fun
Assess Competence	Assess Person
Department/Functional Decision	Group Decision

Process Clichés

Feedback/Performance Appraisal

Once/Year	Everyday
Rating/Ranking Number	No Number
Assess Competencies/ 7 Pages	1 Page

PERFORMANCE APPRAISAL

Team Member Information

Name: _____ Job Title: _____

Team Member ID: _____ Hire Date: _____

Pride is: Respect, Taking Ownership, Commitment to Guest Service, Loyalty to the Mission & Vision, Responsibility to the Tribe, and Quality and Quantity of Work.

Passion is: Loyalty, Service, Teamwork, Enthusiam, and Dedication to Continuous Improvement.

Professionalism is: Building Relationships, Strong Communication Skills, Integrity, Job & Product Knowledge, Customer Service, and Appearance.

Strength (ST) is exceeding expectations
Meet (MT) is meeting expectations
Improve (IP) is an area of improvement

Team Member Assessment - Pride, Passion, Professionalism

	Improve, Meet, Strength		
Competency	IP	MT	ST
Taking Ownership - PRIDE	○	○	○
Quality and Quantity of Work - PRIDE	○	○	○
Reliability - PASSION	○	○	○
Enthusiasm - PASSION	○	○	○
Customer Service - PROFESSIONALISM	○	○	○
Job Knowledge - PROFESSIONALISM	○	○	○

Team Member Summary

Team Member Assessment - Pride, Passion, Professionalism	Measure	0.00	1.00	2.00	3.00	4.00
Measure						

Disruptive Thinking….
The Process

Discovery

"The most important advances are the least predictable ones"

Sir Frances Bacon

"The biggest killer of a good idea is common sense"

Six Steps to success……

1. Take something that's working

amazon

GE imagination at work

2. Outline and contrast the cliches

- Think inside out
- Upside down
- Backwards
- Forward
- Move in the opposite direction

3. Create disruptive idea

What if……..

"Intentionally unreasonable statement….

Thinking in a different direction"

4. Work the details

5. Test it with a user/user group

6. Implement it!

That's it

Now go

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