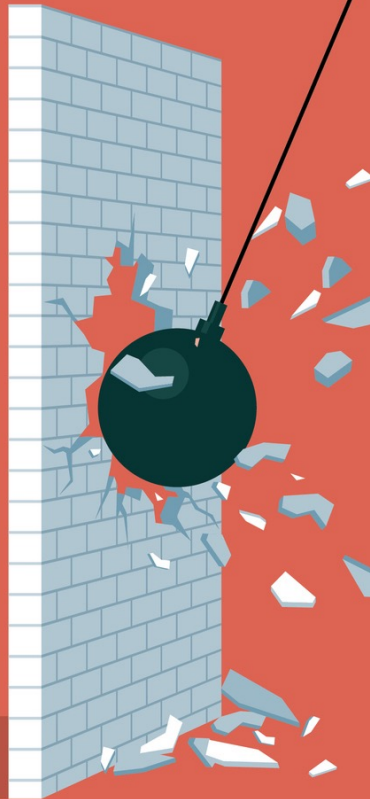
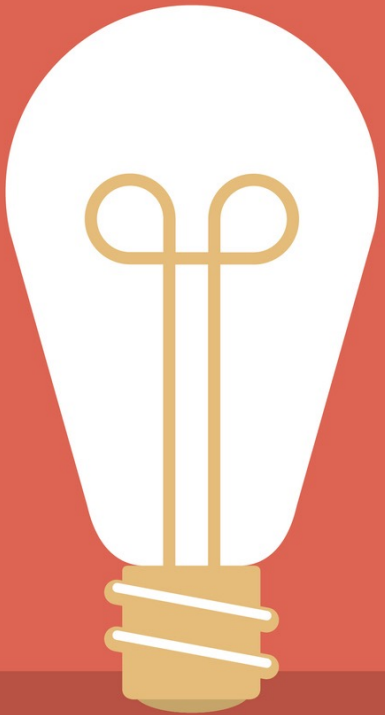


Breaking Down the Barriers to Disruptive Innovation:

**STRATEGIES FOR OVERCOMING COMMON
DISRUPTION CHALLENGES**

APRIL 16, 2024





ABOUT US

At a Glance

We are a global strategy consulting firm focused on helping forward-thinking organizations to navigate disruptive change and **OWN THE FUTURE**

We help companies imagine and build new ways to grow, both in their core businesses and in markets that don't yet exist

Our clients tell us we change the way they think and see, enabling them to do things they could never do before



Ned Calder
Partner



Rob Bell
Partner



Freddy Solis
Associate Partner

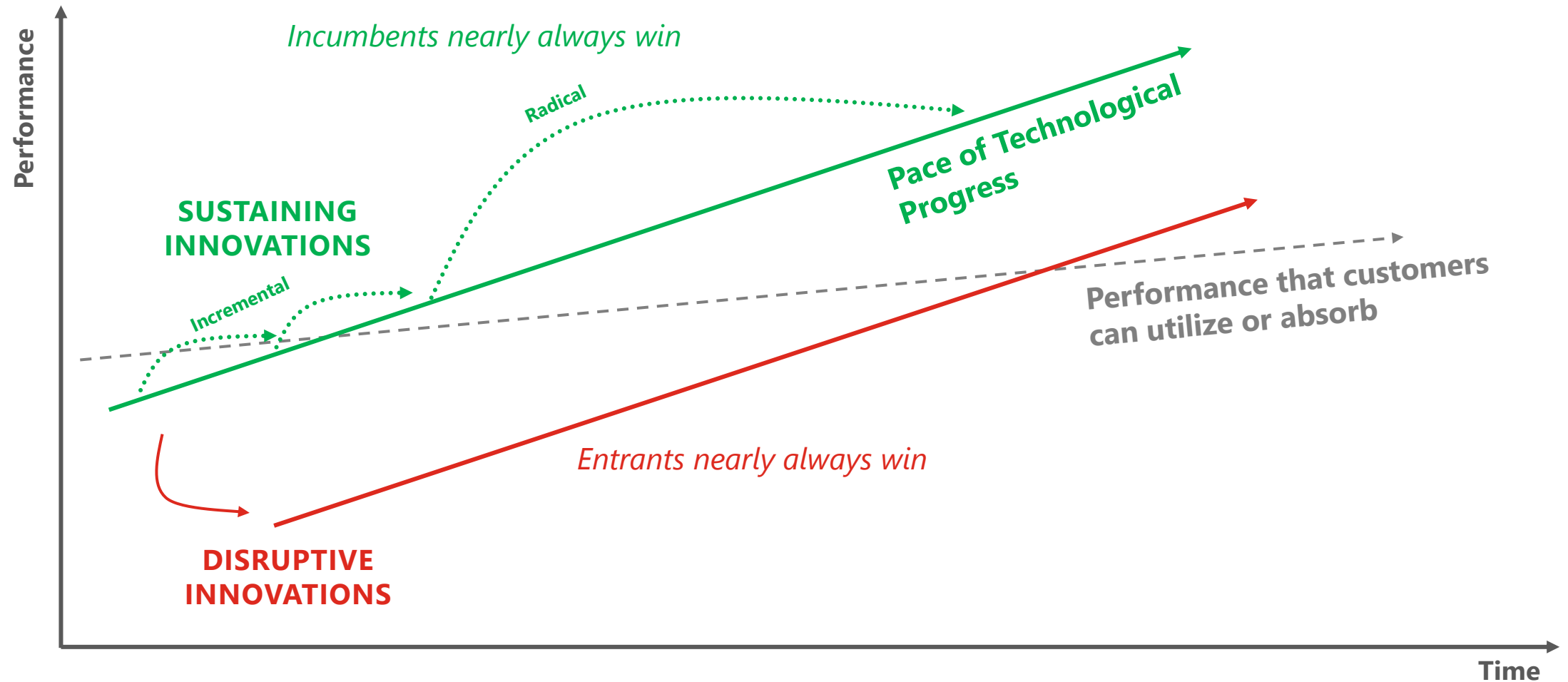


“The research shows that **good management was the most powerful reason companies failed** to stay atop their industries. Precisely because these firms listened to their customers, invested aggressively in new technologies that would provide their customers more and better products of the sort they wanted... they lost their positions of leadership.”

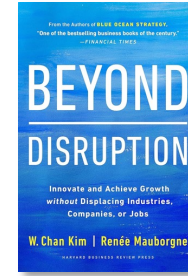
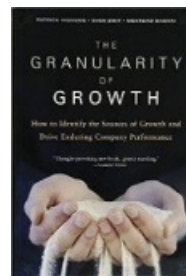
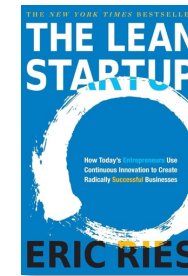
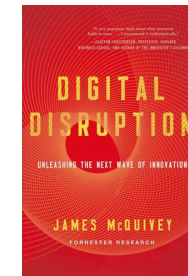
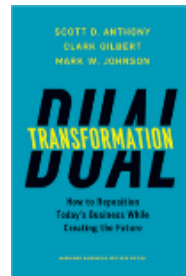
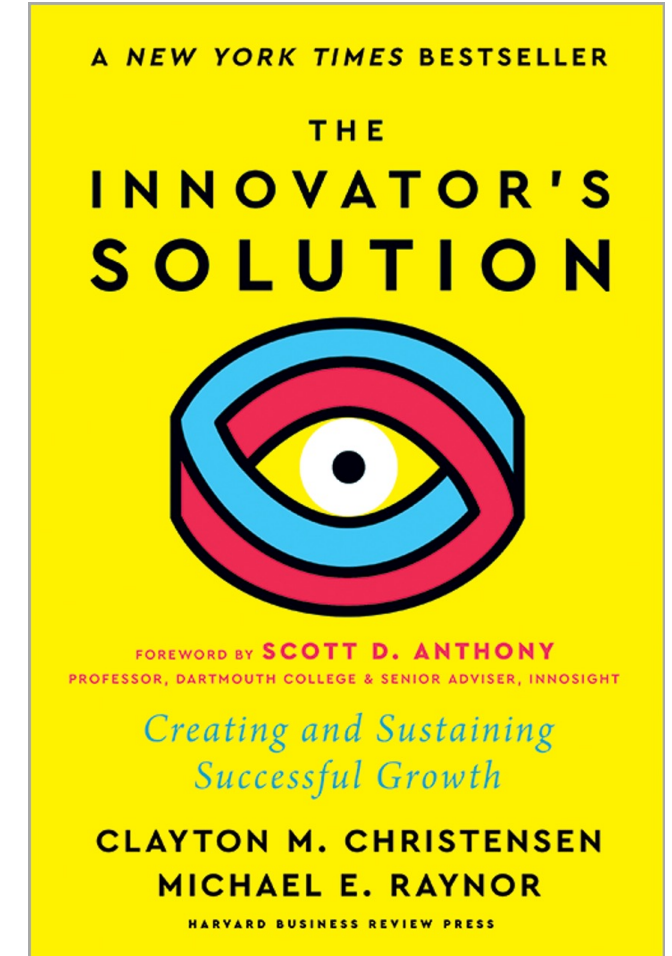
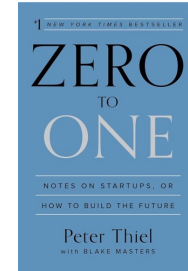
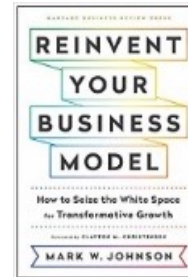
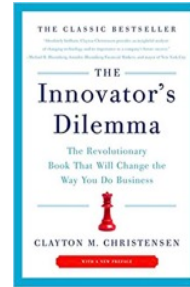
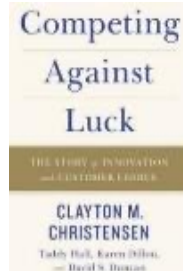
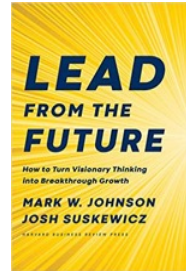
–Clayton Christensen

**Why do large companies still struggle
with disruption?**

Disruption seems simple...



Disruption is a much researched and discussed topic...



...yet companies continue to struggle

To Newsletters  **Forbes**

FORBES > BUSINESS > FOOD & DRINK

Plant Based Fail: The Empty Promise Of Animal Meat Displacement

 **CNN BUSINESS** Markets Tech Media Calculators Videos

How EVs became such a massive disappointment

 By Peter Valdes-Dapena, CNN
🕒 5 minute read · Updated 8:49 AM EST, Mon February 26, 2024

 **Medium**

Facebook's Metaverse Failure: A \$170+ Billion Flop

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 **INDEPENDENT**

NEWS SPORTS VOICES CULTURE LIFESTYLE TRAVEL PREMIUM MORE

LET'S UNPACK THAT

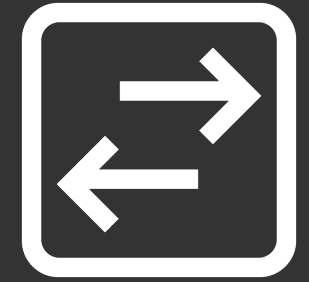
The rise and fall of oat milk: Has the trendiest dairy alternative finally fallen from grace?

 **CNN BUSINESS** Markets Tech Media Calculators Videos

Self-driving cars were supposed to take over the road. What happened?

 By Matt McFarland, CNN Business
🕒 6 minute read · Updated 5:04 PM EDT, Tue November 1, 2022





Answer in the chat:

What are the biggest disruptions your industry is facing?

Three less talked about challenges

- 1 Embrace the complexity**
- 2 Focus more on market development**
- 3 Create a disruption-ready culture**

Disruption seems simple...

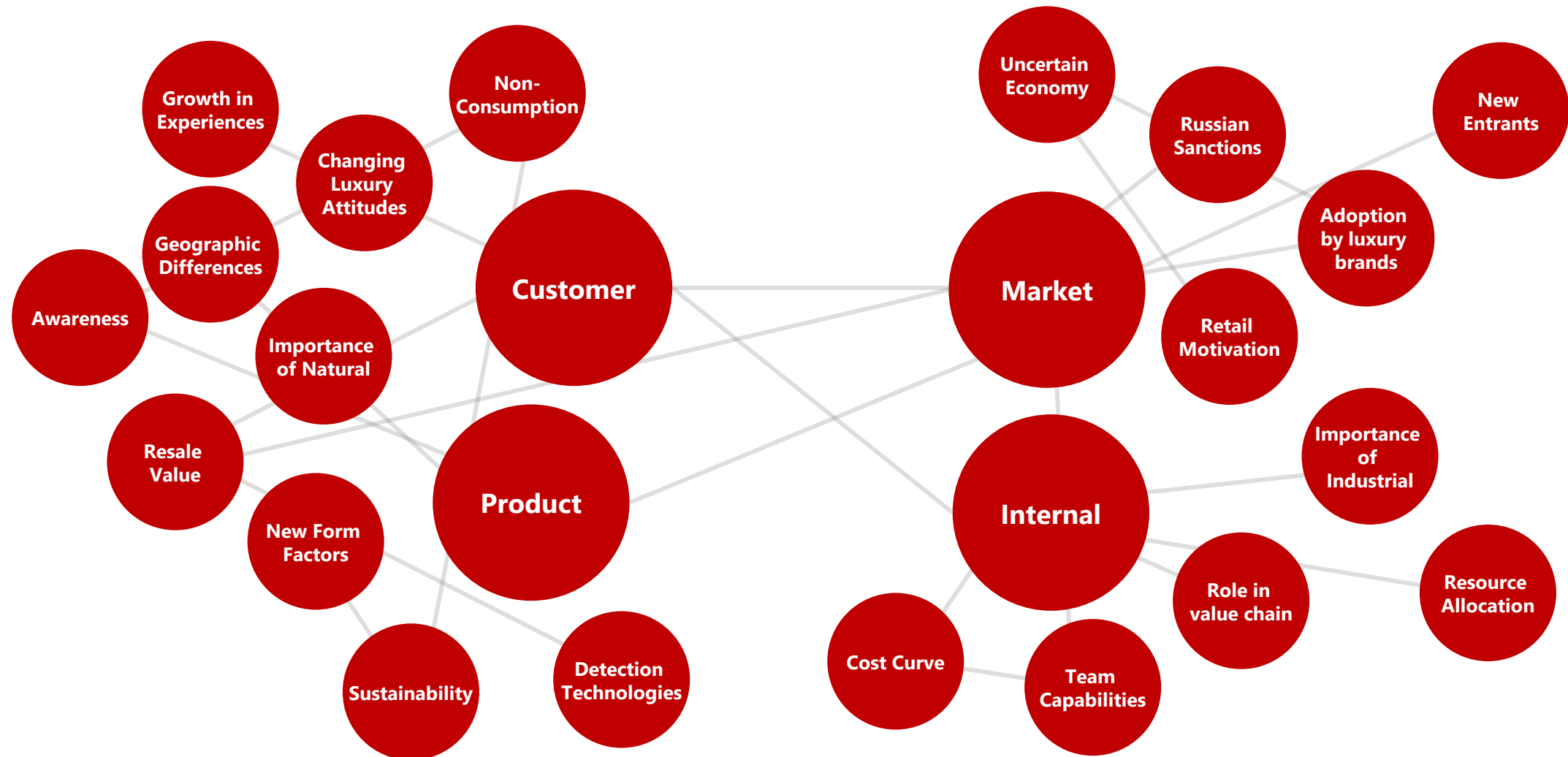
\$6000/ct



\$1000/ct



... in reality, it's much more complex



A shared perspective of the future environment is critical

GRANULAR

The future is electrified



ALIGNED

Functions



Business



EMBEDDED

Define Future

Set Strategy



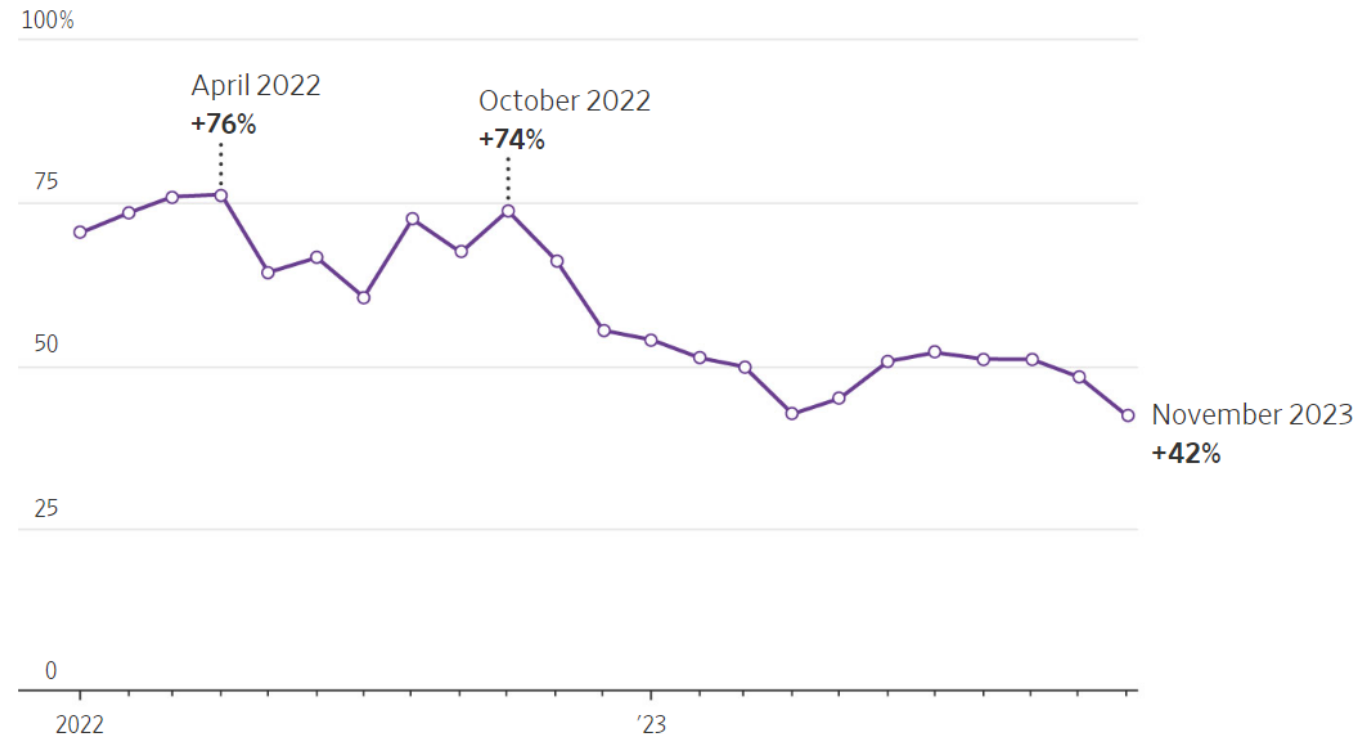
Companies often focus on the product...



But products alone don't create new markets

THE WALL STREET JOURNAL.

U.S. electric-vehicle sales, change from a year earlier

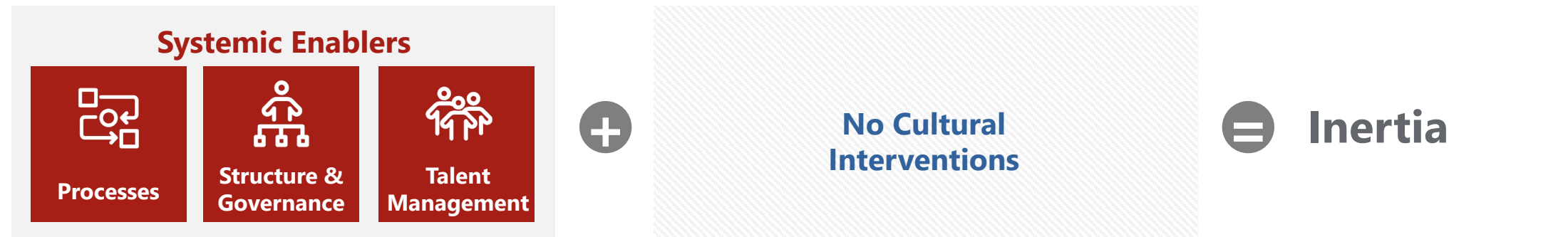
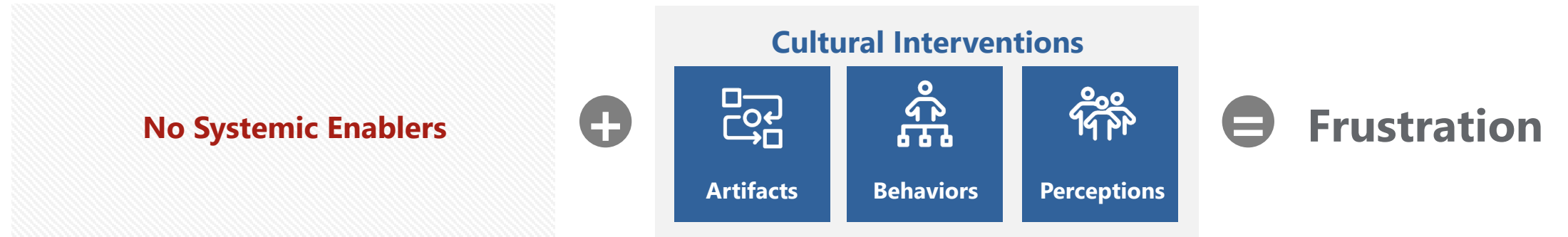


Note: Uses three-month averages
Source: Motor Intelligence

Companies must actively develop the market



Structural & cultural interventions must be combined to thrive under disruptive change situations



Culture needs to be tied to strategy

1 2 3




“What so effectively got Home Depot from zero to \$50 billion in sales **wasn't going to get it to the next \$50 billion.”**


– Bob Nardelli

Q&A

Please use the 'chat' or 'raise hand' functions to ask questions

Harvard Business Review |  Digital Article

Disruptive Innovation



Overcoming Common Challenges to Disruptive Innovation

How companies can improve their prospects for growth.
by Ned Calder, Freddy Solis, and Rob Bell



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Reach out if you think your organization could use guidance in navigating disruptive change