

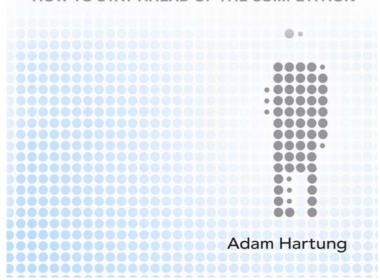
Igniting Breakthrough Strategies

"How do you participate in market disruptions which threaten your current leadership status? In this book, Adam Hartung shows the kind of thinking needed to deal with the creative destruction that underlies global capitalism today."

—Geoffrey Moore, Author, Dealing with Darwin: How Great Companies Innovate in Every Phase of Their Evolution and Managing Director, TCG Advisors

CREATE MARKETPLACE DISRUPTION

HOW TO STAY AHEAD OF THE COMPETITION



The Phoenix PrincipleTM

Succeeding in an Uncertain World

Adam Hartung
Managing Partner

The Phoenix Principle



The Source of Success Is Pretty Surprising

It's not about "core"

It's not about "focus"

It's not about "leadership"

Overcoming Lock-in to Past Practice is the Key

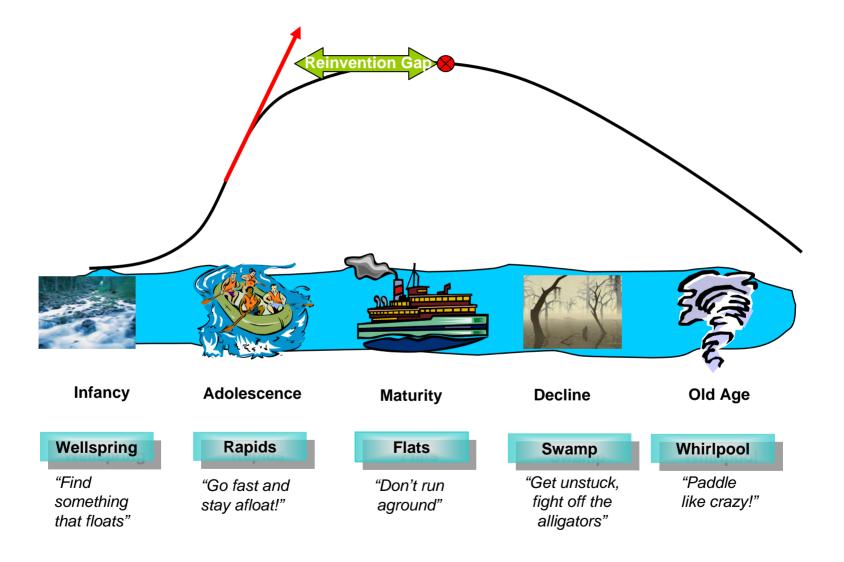
Imagine You Know the Future





Lifecycle Reality







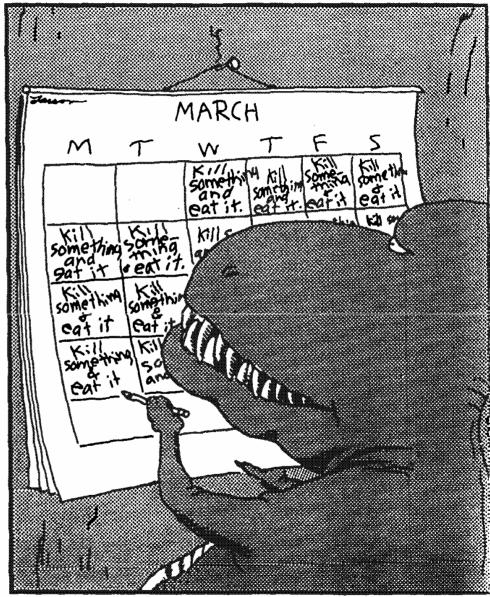
Change = Opportunity



Success Creates Repetition

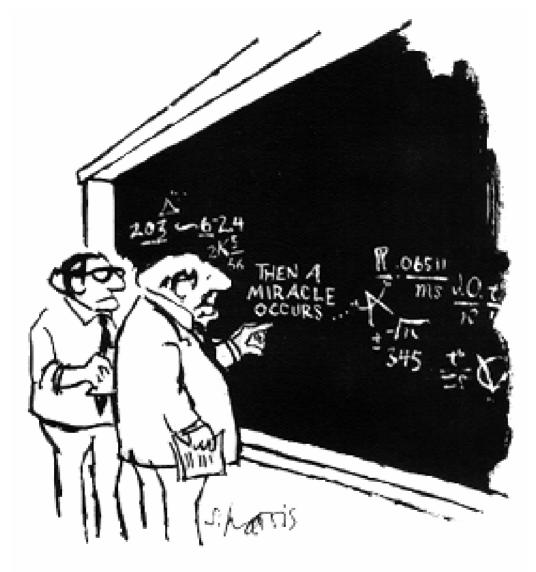
... Which Creates Lock-In





Jurassic calendars





"I think you should be more explicit here in step two."



The Phoenix Principle

Success Comes From Somewhat Surprising Practices

Step 1: Be Future - oriented

Step 2: Obsess about competitors

Step 3: Disrupt Yourself

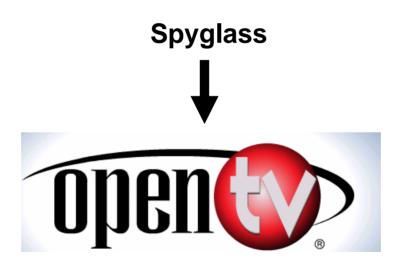
Step 4: Create and Maintain White Space



Step 1 - Don't Defend & Extend

"I skate to where the puck will be."

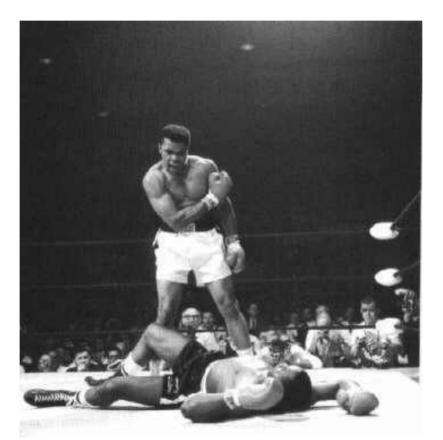
-Wayne Gretzky



Plan for the Future – Not from the Past

Step 2: Attack Competitors' Lock-in

Obsess about Prime Competitors to find their Lock-in



Obsess about Fringe Competitors to find your Lock-in

Step 3: Utilize Disruptions to Drive War Needed Change



Disruptions are "pattern interrupts" to existing Lock-in

Disruptions help us overcome the status quo



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Step 4: Create White Space

White Space COMMITS both permission and resources in advance

To Create a New Success Formula



Involve new people
Involve new customers
Involve outsiders

Step 4: White Space Increases Market Value













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The Phoenix Principle

Overcoming Lock-in to past practice is the key Long-Term Success

- Plan for the Future, not From the Past
- Focus on Competitors
- Be Disruptive
- Use White Space to Innovate and Succeed