



Igniting Breakthrough Strategies

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The Phoenix Principle



The Source of Business Success Is Pretty Surprising

It's not about "core"

It's not about "focus"

It's not about "leadership"

Managing *Lock-in* is the Key



Long ago.....





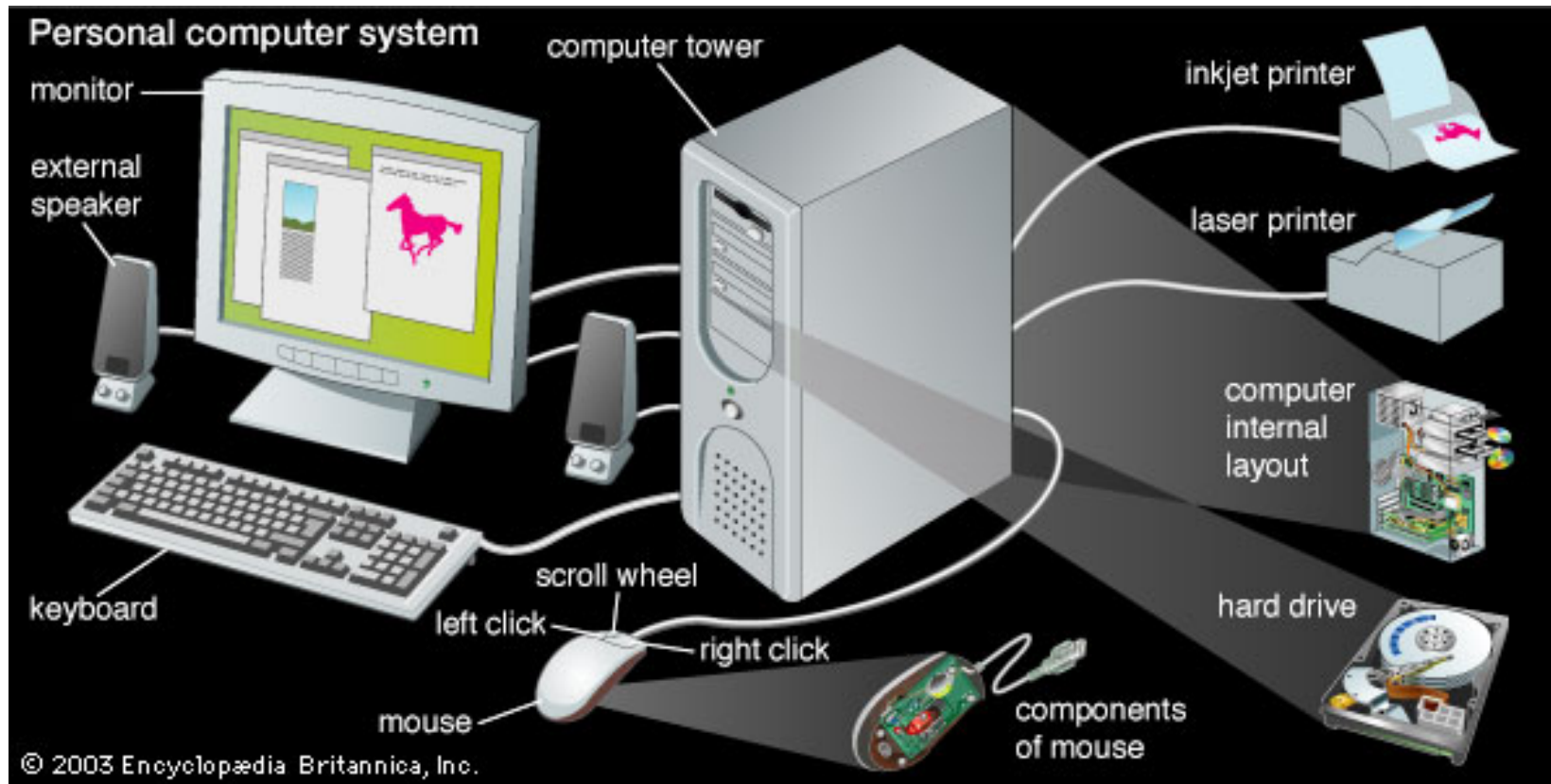
But innovation created change



914

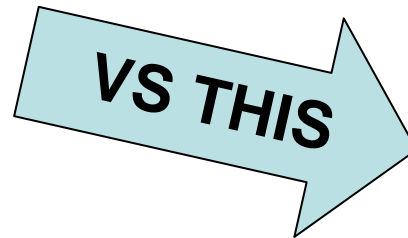
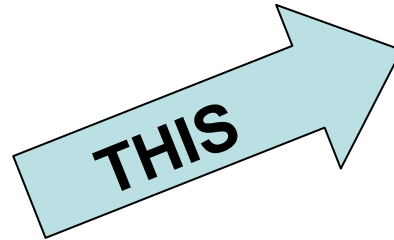


More innovation was developed





Yet, the change agent didn't follow the market





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

Environment Change = Opportunity



Overcome Your Sensitivity to Initial Conditions



15% of current market leaders gained their position since 2005



Step 1 –

Move Beyond Defend & Extend

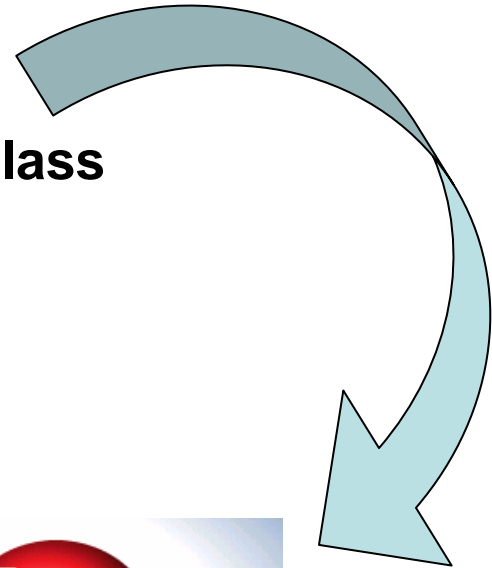
“I skate to where the puck will be” – Wayne Gretzky



VS.



Spyglass



Plan for the Future – Not from the Past

Step 2: Obsess about Competitors to Attack their Lock-in



Industry

Lock-in:

Customers
care about
the *quality* of
the pizza



Step 2: Obsess about Fringe Competitors to Develop Innovation

Chicago Tribune

VS.

Google™



Step 3: Utilize Disruptions to Drive Changes in Thinking





Step 4: White Space Creates Value





The Phoenix Principle

Overcoming Lock-in to the past is the key to successful innovation

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



Contact Information

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