

## *Igniting Breakthrough Strategies*



# The Phoenix Principle™

*Succeeding in an  
Uncertain World*

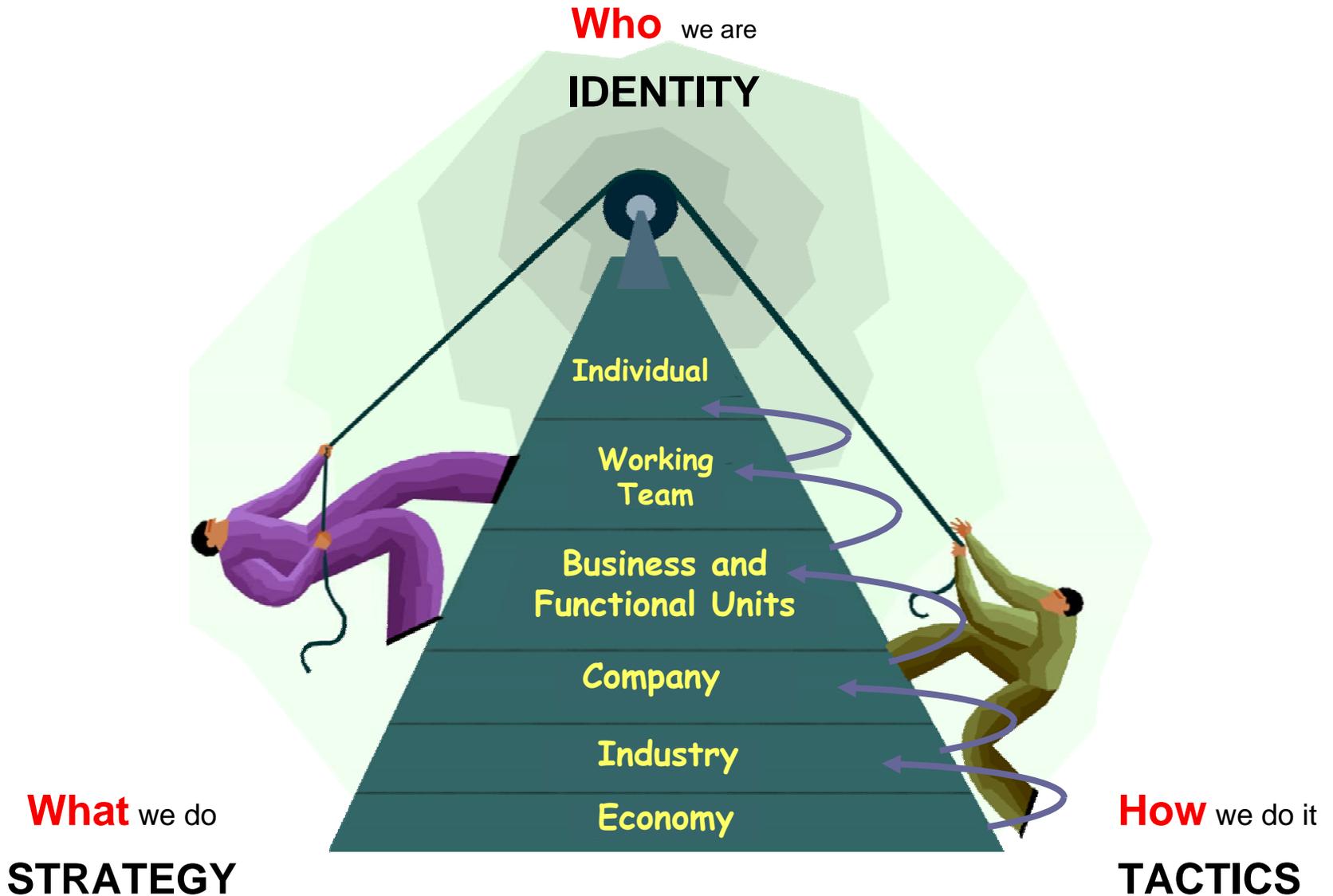
Adam Hartung  
Managing Partner

# Imagine You Know the Future





# Success Formula Pyramid



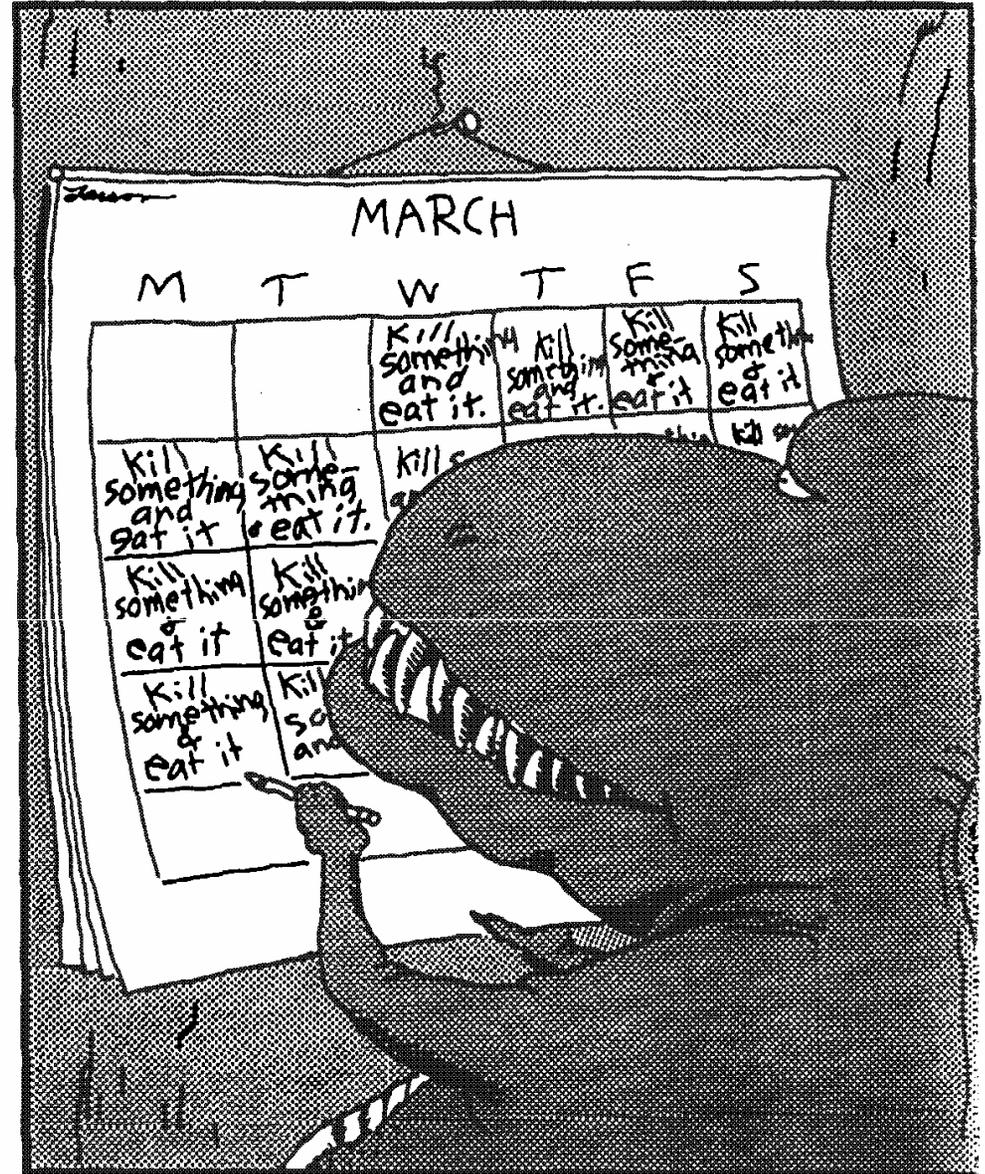


# Change = Opportunity

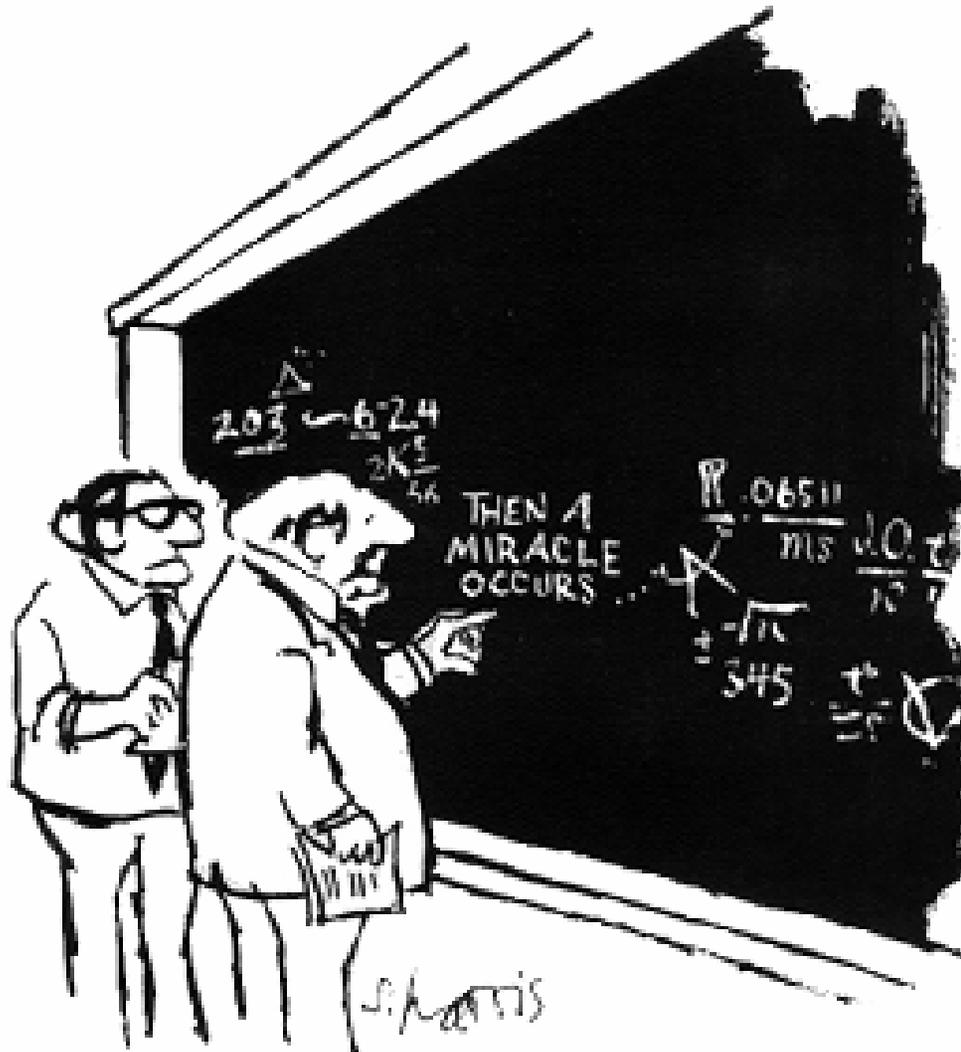




# Success Creates Repetition ... Which Creates Lock-In



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**

Spyglass



**Plan for the Future – Not from the Past**



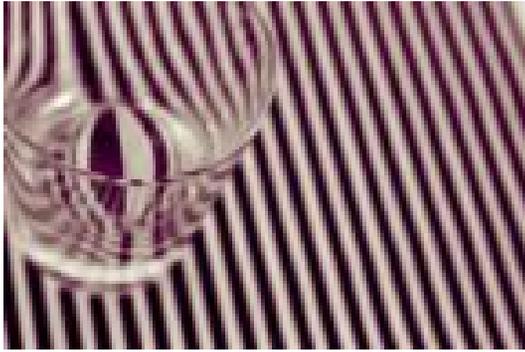
# Step 2: Attack Competitors' Lock-in

**Obsess about Prime Competitors to find their Lock-in**



**Obsess about Fringe Competitors to find your Lock-in**

# Step 3: Utilize Disruptions to Drive Needed Change



Disruptions are “**pattern interrupts**” to existing Lock-in

Disruptions help us  
**overcome** the status quo





# Step 4: Create White Space

White Space **COMMITTS** 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





# 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*