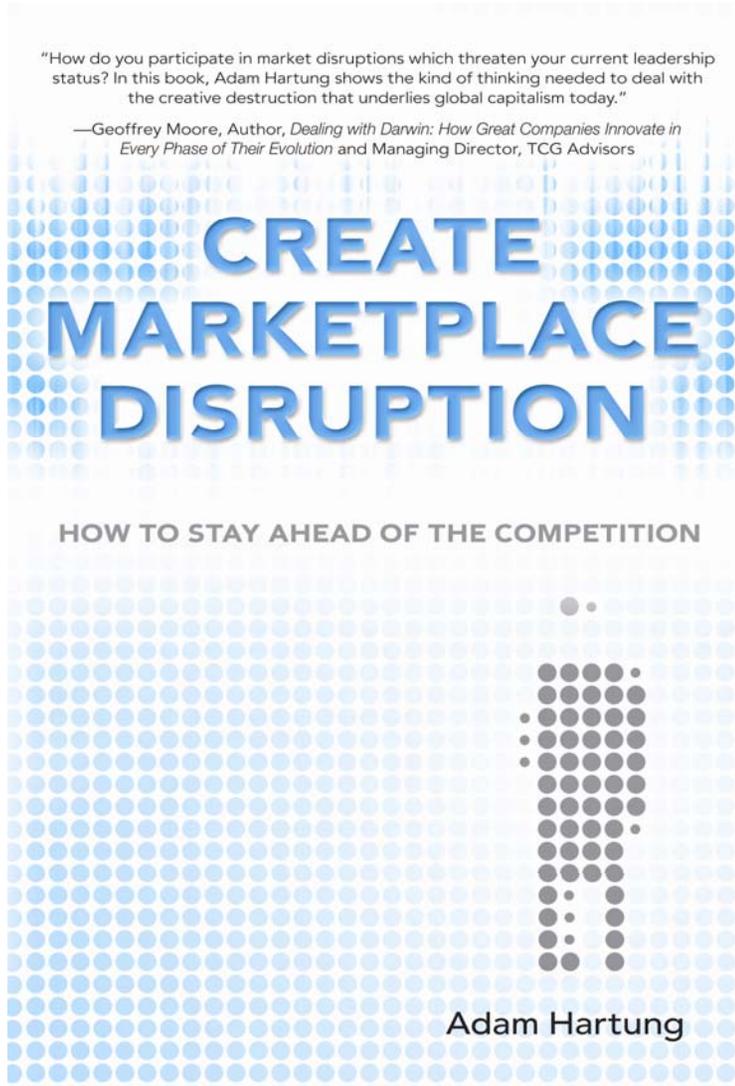


Igniting Breakthrough Strategies



The Phoenix Principle™

*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"

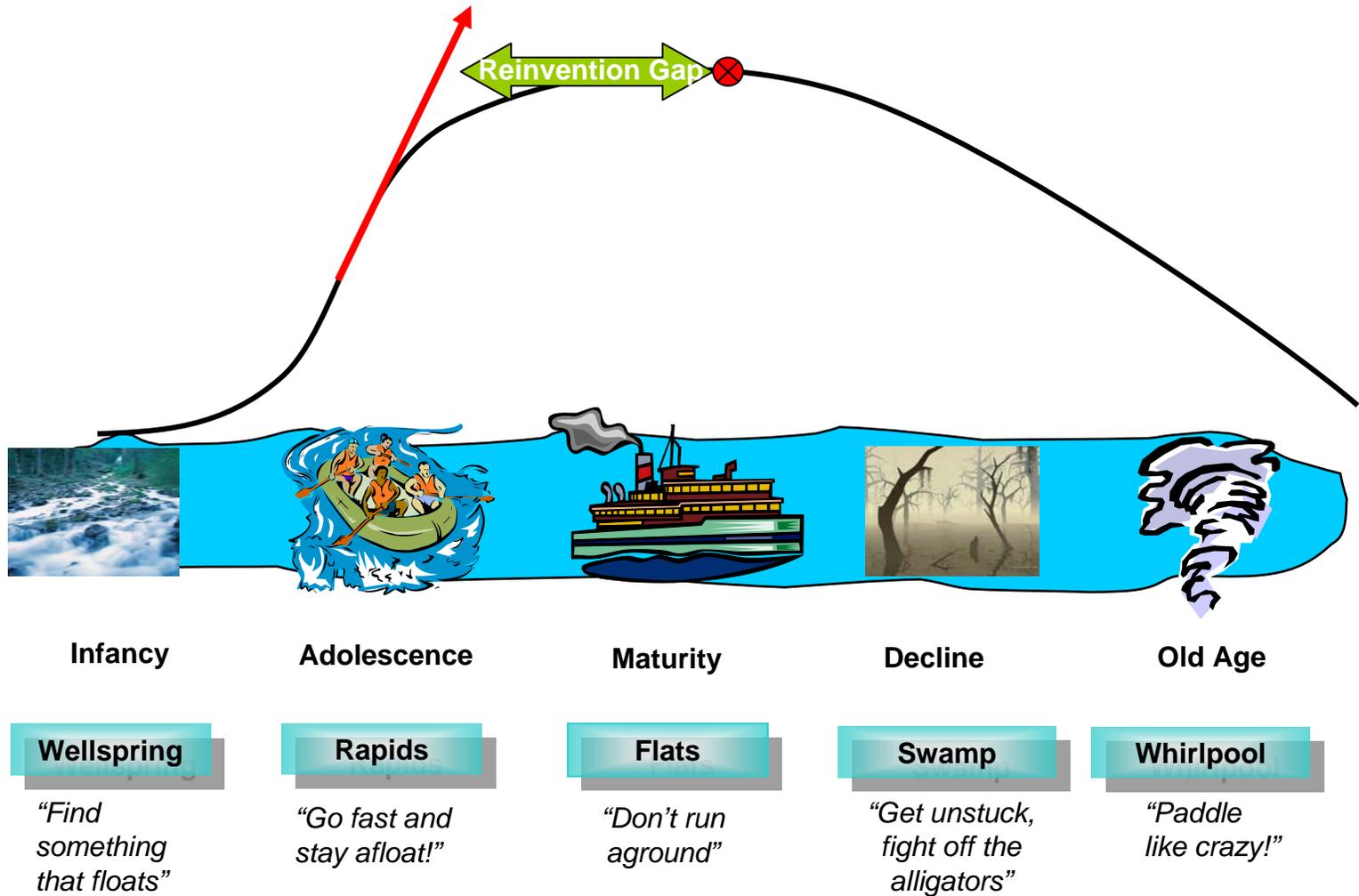
It's not about "leadership"

Overcoming *Lock-in to Past Practice* is the Key

Imagine You Know the Future



Lifecycle Reality



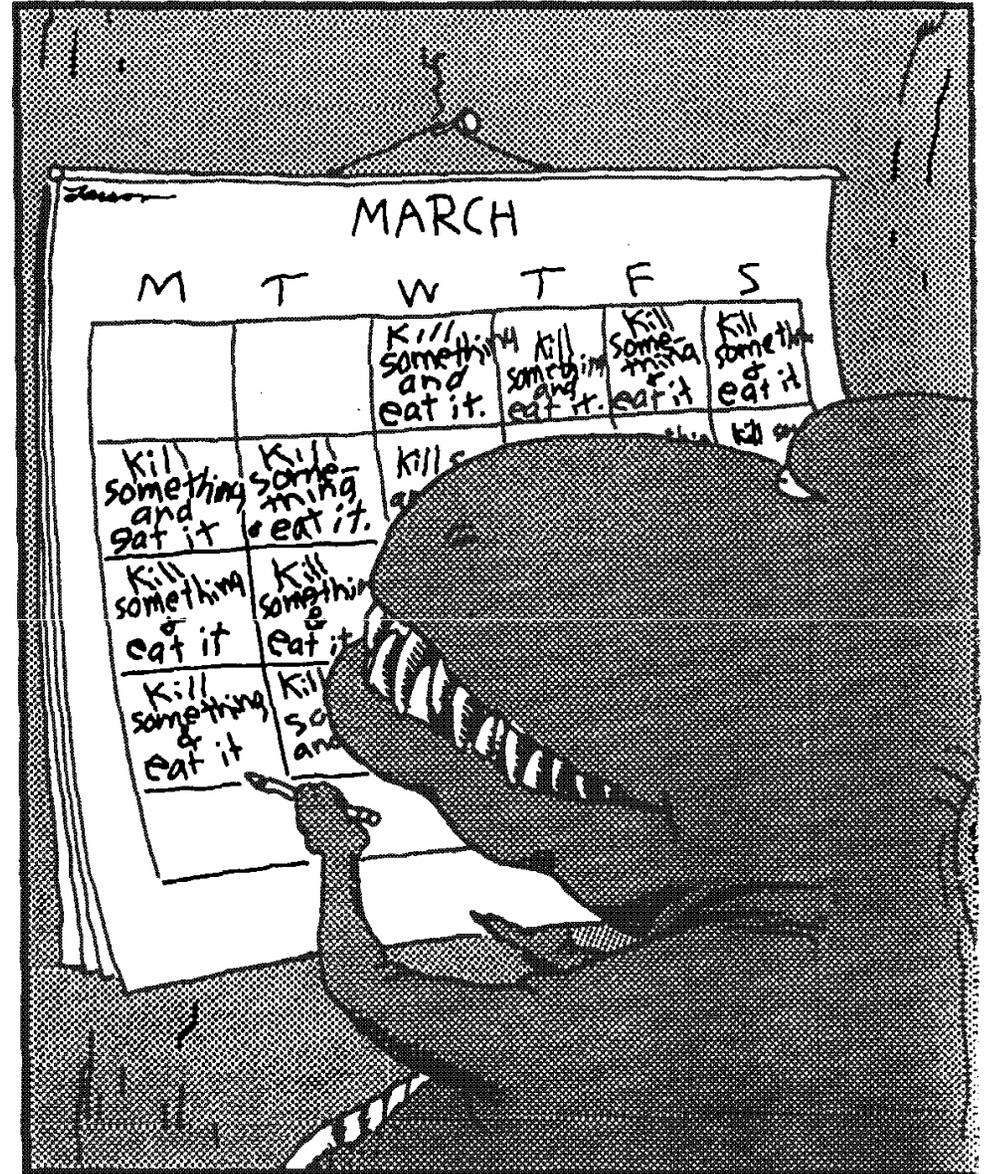


Change = Opportunity

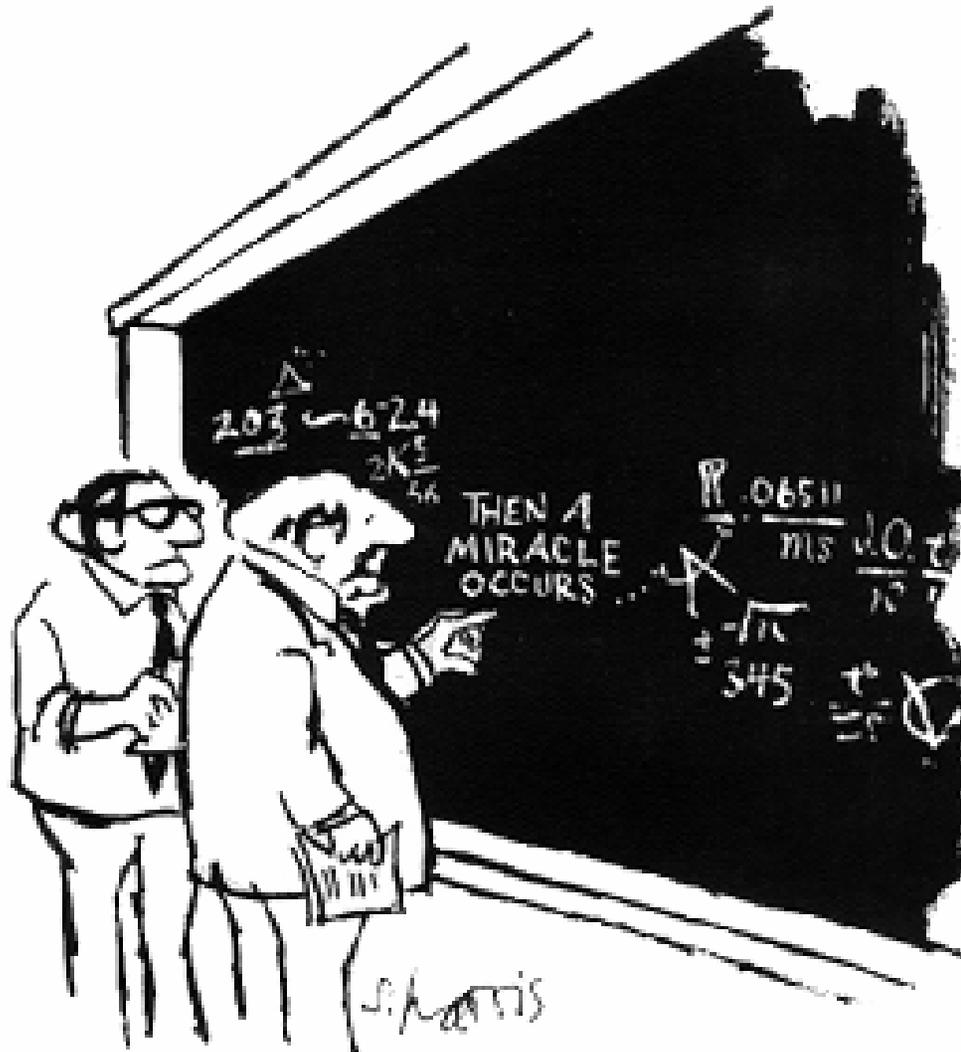




Success Creates Repetition ... Which Creates Lock-In



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

Spyglass



Plan for the Future – Not from the Past



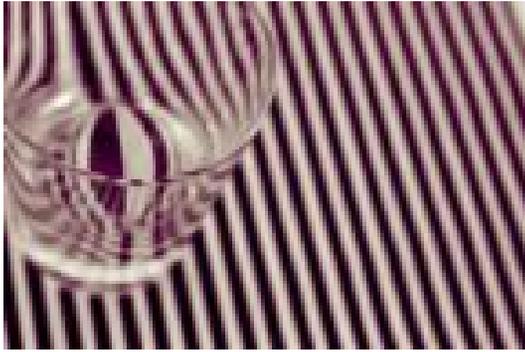
Step 2: Attack Competitors' Lock-in

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*