

*SparkPartners*  
*Igniting Breakthrough Strategies*

How do you stay ahead in market disruption when traditional value chains become obsolete? How do you create, sustain, and defend your competitive advantage? How do you stay ahead of the competition?

**CREATE MARKETPLACE DISRUPTION**  
 HOW TO STAY AHEAD OF THE COMPETITION

Adam Hartung

**Creating Success in Tough Times**

**KemperSports**

Adam Hartung  
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Imagine You Know the Future



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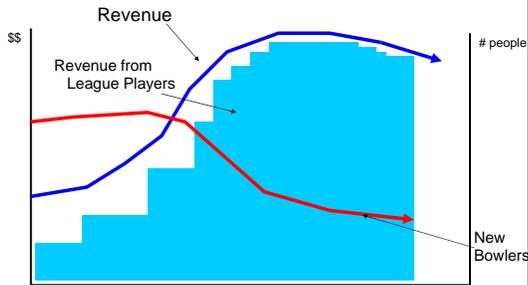
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# Success Formula



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# The Phoenix Principle

**Success Comes From Somewhat Surprising Practices**

- Step 1: Don't Defend - Be Future oriented
- Step 2: Obsess about competitors
- Step 3: Disrupt Yourself
- Step 4: Create and Maintain White Space

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# Don't Defend & Extend

"I skate to where the puck will be."

-Wayne Gretzky



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# Don't Defend & Extend



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## Obsess About Competition



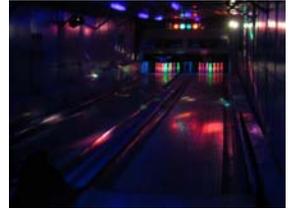
Compared to



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## Obsess About Competition



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## Obsess About Competition



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## Disrupt



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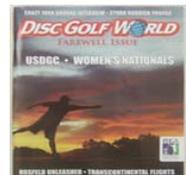
## Disrupt



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## Disrupt



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## Create White Space

Give *permission* and *resources*  
To Create a New Success Formula



Involve new people  
Involve new customers  
Involve outsiders

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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 **ALL** Competitors for your customer*
- *Be Disruptive*
- *Use White Space to Innovate and Succeed*

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