

*SparkPartners*

*Igniting Breakthrough Strategies*

# White Space for Innovation

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Long ago.....



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But innovation created change



914

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More innovation was developed



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Yet, the change agent didn't follow the market



THIS



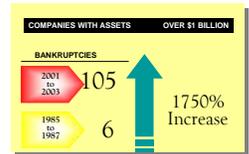
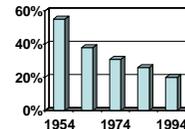
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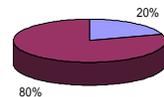
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## Why Is It So Hard to Sustain Success?

Percentage Fortune 500 remaining on Fortune 1000 Ten Years

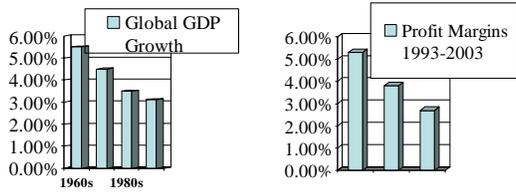


Top 10 Bankruptcies in History



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## We are at the end of a long series



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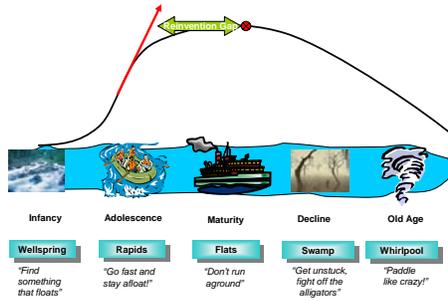
Source: Conference Board

## And the results are around us



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## Lifecycle Reality



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## 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**

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## Step 1 - Don't Defend & Extend

"I skate to where the puck will be" — Wayne Gretzky



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

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## Step 2: Attack Competitors' Lock-in



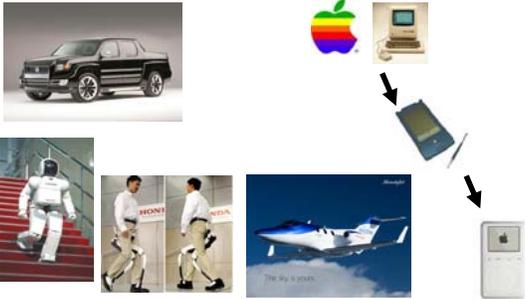
*Lock-in:*  
Customers care about the quality of the pizza



*Lock-in:*  
Clients want local staff, long-term relationships and development methodologies

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### Step 3: Utilize Disruptions to Drive Needed Change



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### Recognize That Successful New Products Disrupt Old Behaviors

Chicago Tribune

VS.

Google



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### Step 4: White Space Increases Market Value



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### The Phoenix Principle

*Overcoming Lock-in to the past is the key to Success*

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

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### Contact Information

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