

# Create Marketplace Disruption

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Where the best ideas

Come  
Together

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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**



# Long ago.....





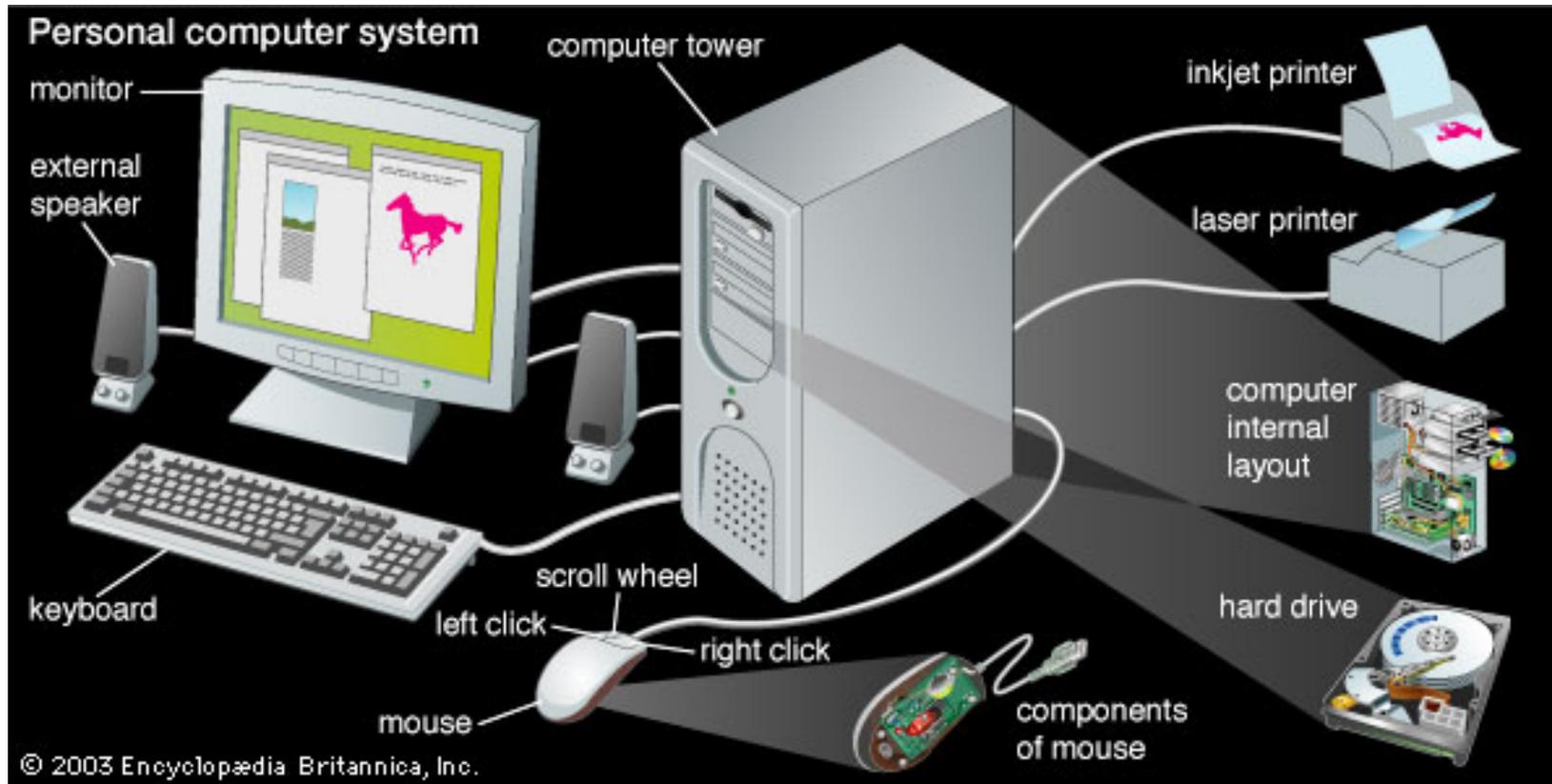
# But innovation created change



914

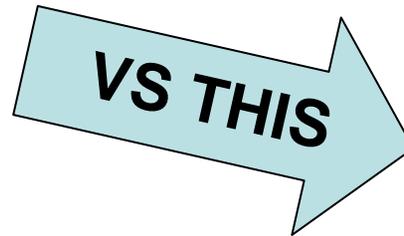
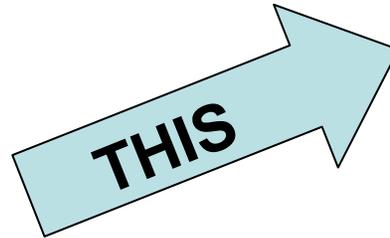


# More innovation was developed

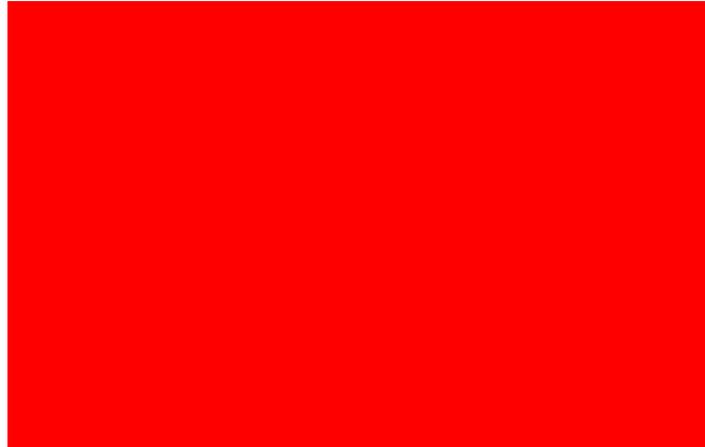




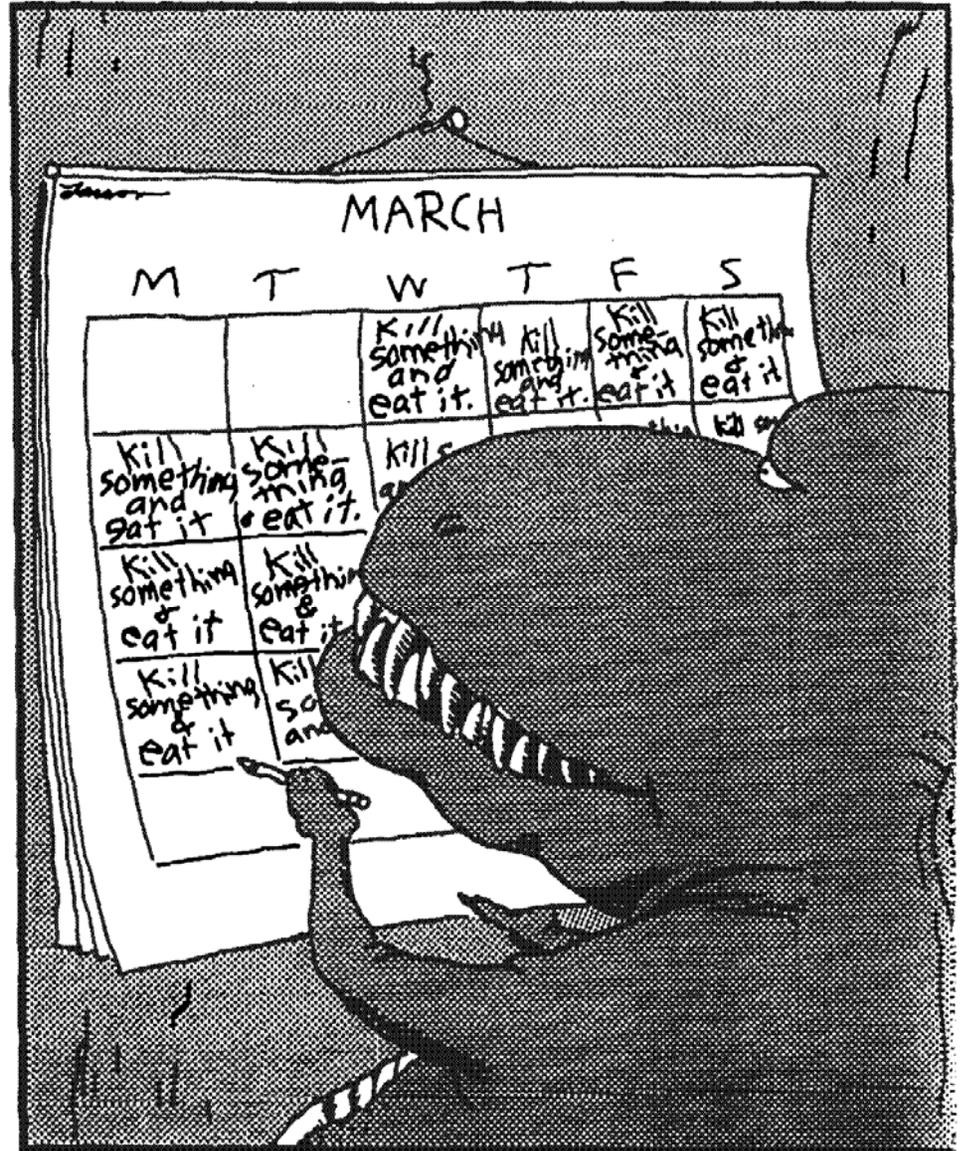
# Yet, the change agent didn't follow the market



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



**Red Card**



Jurassic calendars



# 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

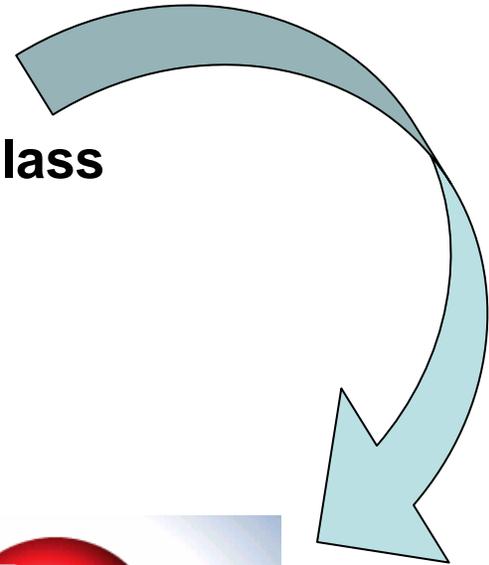
“I skate to where the puck will be” – Wayne Gretzky



**VS.**

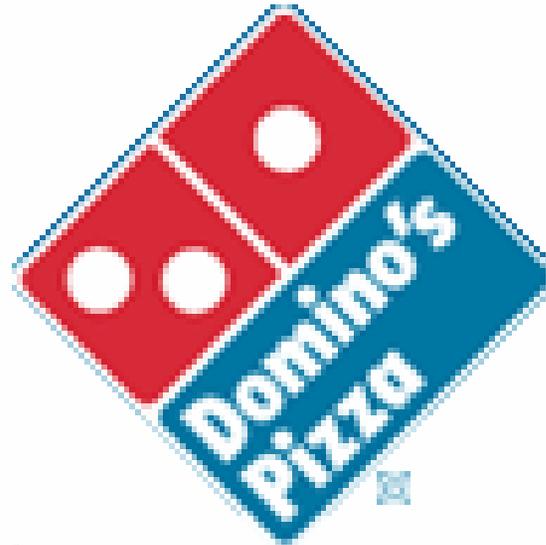


Spyglass



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

# Step 2: Attack Competitors' Lock-in



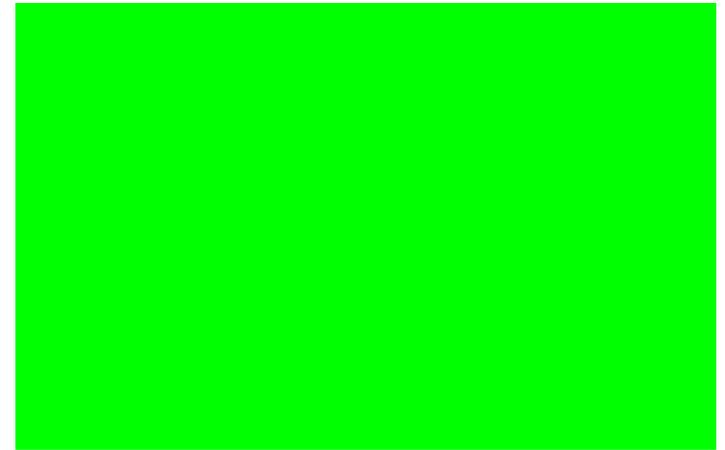
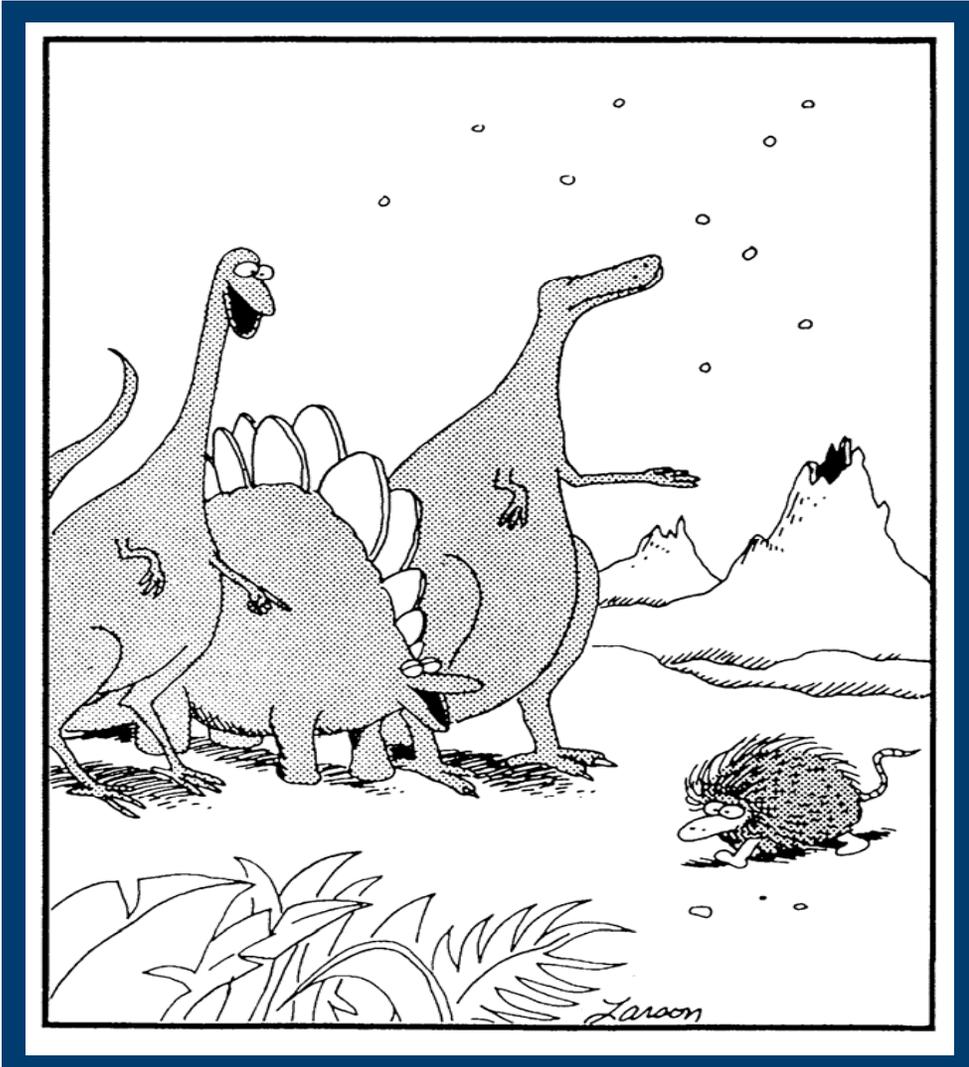
Industry

Lock-in:

Customers  
care about  
the *quality* of  
the pizza



# *All Competitors are Vulnerable When Markets Shift*



**Green Card**

# Step 3: Utilize Disruptions to Change Thinking



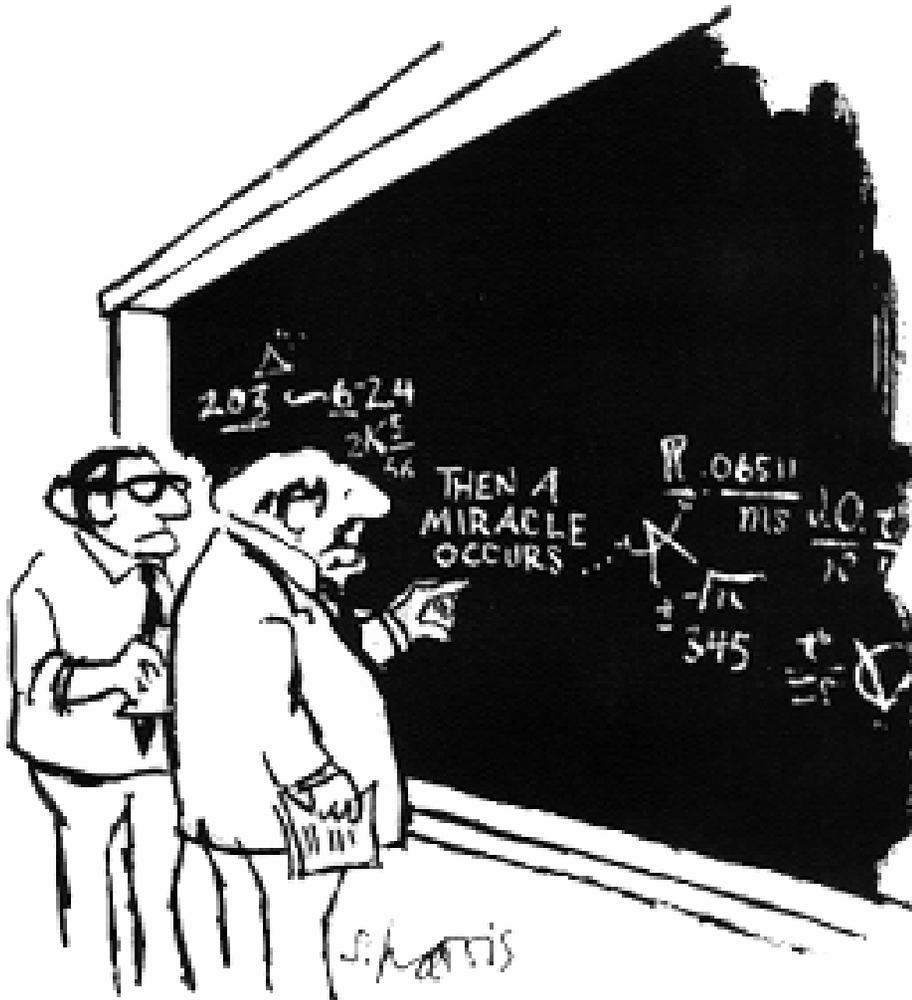
# Step 4: Disruptions Open *White Space* Increasing Market Value



*By Attacking Lock-in You Can*



*Become  
Anything*



"I think you should be more explicit here in step two."



**Blue Card**



# 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*



# Contact Information

For an interactive BLOG on sustaining success:

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