Disrupt Yourself!

Based on the work of
Whitney Johnson
Disrupt Yourself: Putting the Power of Disruptive Innovation to Work.

A process and framework for managing change
Historical review of disruptive innovation

- it’s what...
  • the telephone did to the telegraph
  • the light bulb did to the oil lamp
  • the Model T did to the horse and buggy - and, more recently,
    • what Toyota did to GM
    • what Netflix did to Blockbuster
    • what airbnb did to hotels
The S curve

We can use the S-curve to understand the psychology of disruption - what goes on inside us whenever we start anything new. For the first 10-15% at the beginning, it seems like not much is happening - but it is
Psychology of Disruption

S-Curve Disruption itself is unpredictable.

• We like to believe that growth happens in a linear way
• We want to believe that if we do X, Y will happen
• But it often doesn’t work out that way
“10,000-hour rule”
featured in Malcolm Gladwell’s book, Outliers

- If it takes 10,000 to become an expert, what’s 10% of that? 1,000 hours
- And if we assume a 40-hour work week, how long does it take us to reach 1,000 hours?
  - 1,000 divided by 40 = 25 weeks, or roughly 6 months.
- When you reach 90%, you’ve achieved mastery - which feels great! AND you can get bored
- If it takes 10,000 hours to reach mastery, what’s 90% of that? 9,000 hours.
  - And if we assume a 40-hour work week, 9,000 divided by 40 = 225, divided by 52 weeks in a year = roughly 4½ years.
When is it time to jump to a new S-curve?

Enjoy the time at the top of the S-curve and that you can say there for 6 months to a year (1,000 to 2,000 hours more), but by 2 years at the latest it’s time to move to a new S-curve

• Where are you on the S-curve?
• Are you in the first 6-months to a year on the job? You may not be seeing many results, but should persevere
• Are you in the “sweet spot?” Stay for a while AND prepare for the next jump at the same time
• Are you at the top of the S-curve? It’s time to jump. And, if you don’t jump, the plateau can become a precipice!
4 Questions to ask to see if you’re on the right or wrong S-curve

• Are you taking the right kinds of risks?
• Are you playing to your strengths?
• Is what you’re doing hard, but not “hard hard”? (worthwhile vs. drudgery)
• Are you gaining momentum?
Framework of Personal Disruption
Drill Down

1 -
Taking the right risks to manage change = play where no one else is playing. Reflection Questions: When has a client (or you) taken on a career market risk, playing where no one else is playing?

2 -
Play to your distinctive strengths, capitalize on what you do well that others don’t.

3 -
Embrace constraints = you’ll do what comes reflexively well and create new doors. Reflection Questions: When have you seen a constraint of time, money, or expertise become a tool of creation?

4 - Battle entitlement = Reflection Questions: In what ways do you battle entitlement when making a career change?
Framework of Personal Disruption

Drill Down

5 - Be willing to take a step back to grow = it can be your slingshot forward
Reflection Question: When have you seen a step (or a push) back be a slingshot forward?

6 - Give failure it’s due = take a moment to grieve but ditch the shame:
Reflection Question: How has a client, loved one, or you turned losing a job into a tool of creation?

7 -
Be driven by discovery, be willing to alter your plans and end up someplace new
Reflection Question: What’s your biggest insight from this session?
Disrupt Yourself reads like a handbook for innovation: it shows the incredible value of recognizing what you are good at and finding unexpected ways to apply those strengths to the marketplace. The dramatic “jumps” that Johnson encourages us to take truly form the basis of creativity and success. – Steve Wozniak, co-founder, Apple, Inc. and Chief Scientist, Primary Data.