

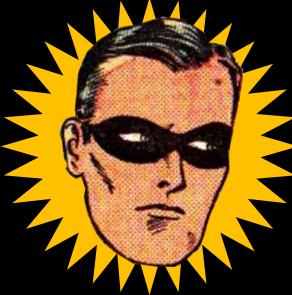
# DISRUPTIVE INNOVATION!

## A REAL-WORLD STREET VIEW!

MAN IS  
HIS OWN  
MASTER!

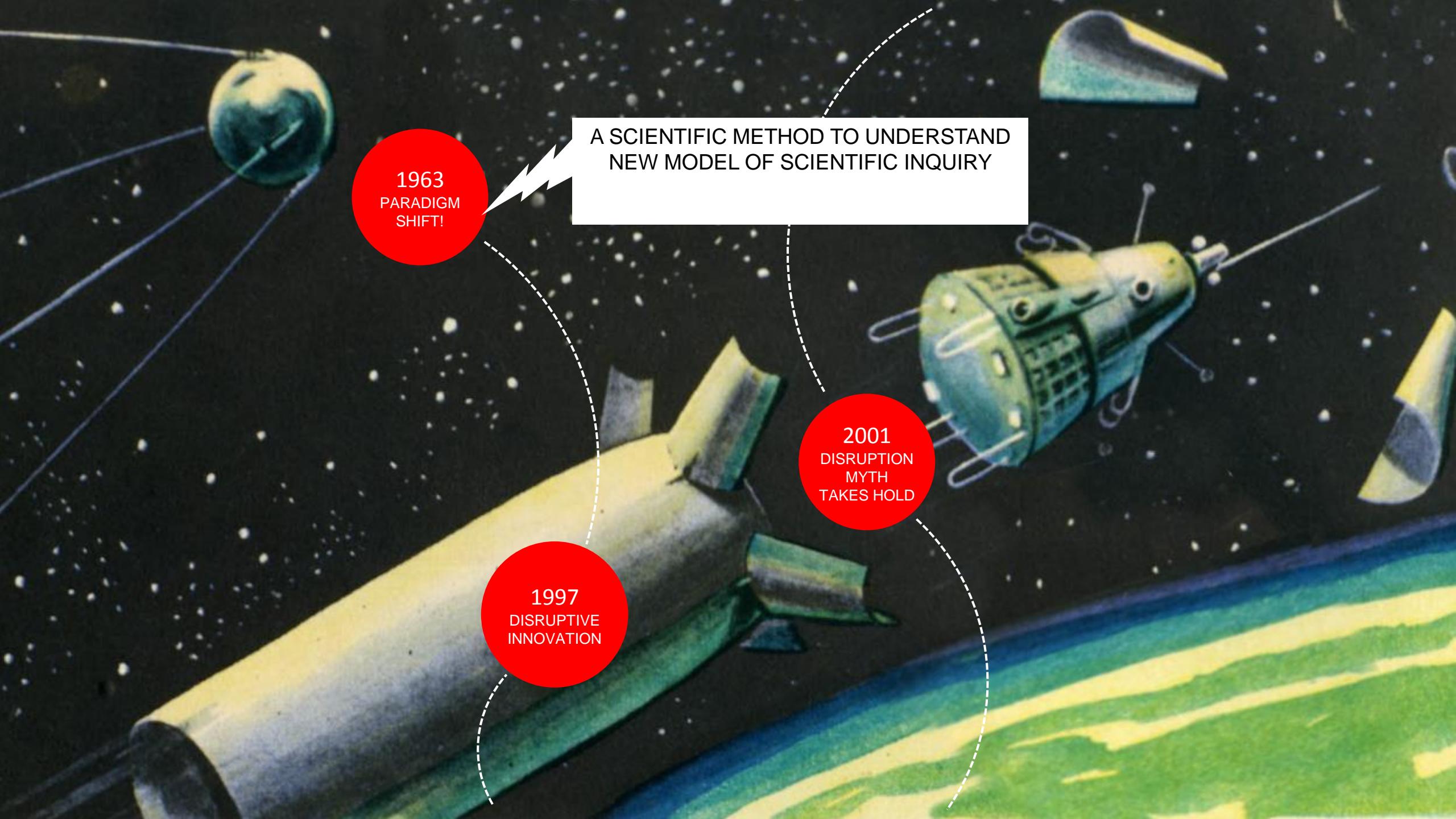
THE  
FUTURE  
IS OURS TO  
TAKE!





**MYSTERIOUS FACT!** THE WORD “INNOVATE”—TO MAKE NEW—USED TO HAVE CHIEFLY NEGATIVE CONNOTATIONS: AS GEORGE WASHINGTON, ON HIS DEATHBED, WAS SAID TO HAVE UTTERED THESE WORDS:

*“Beware of innovation in politics.”*

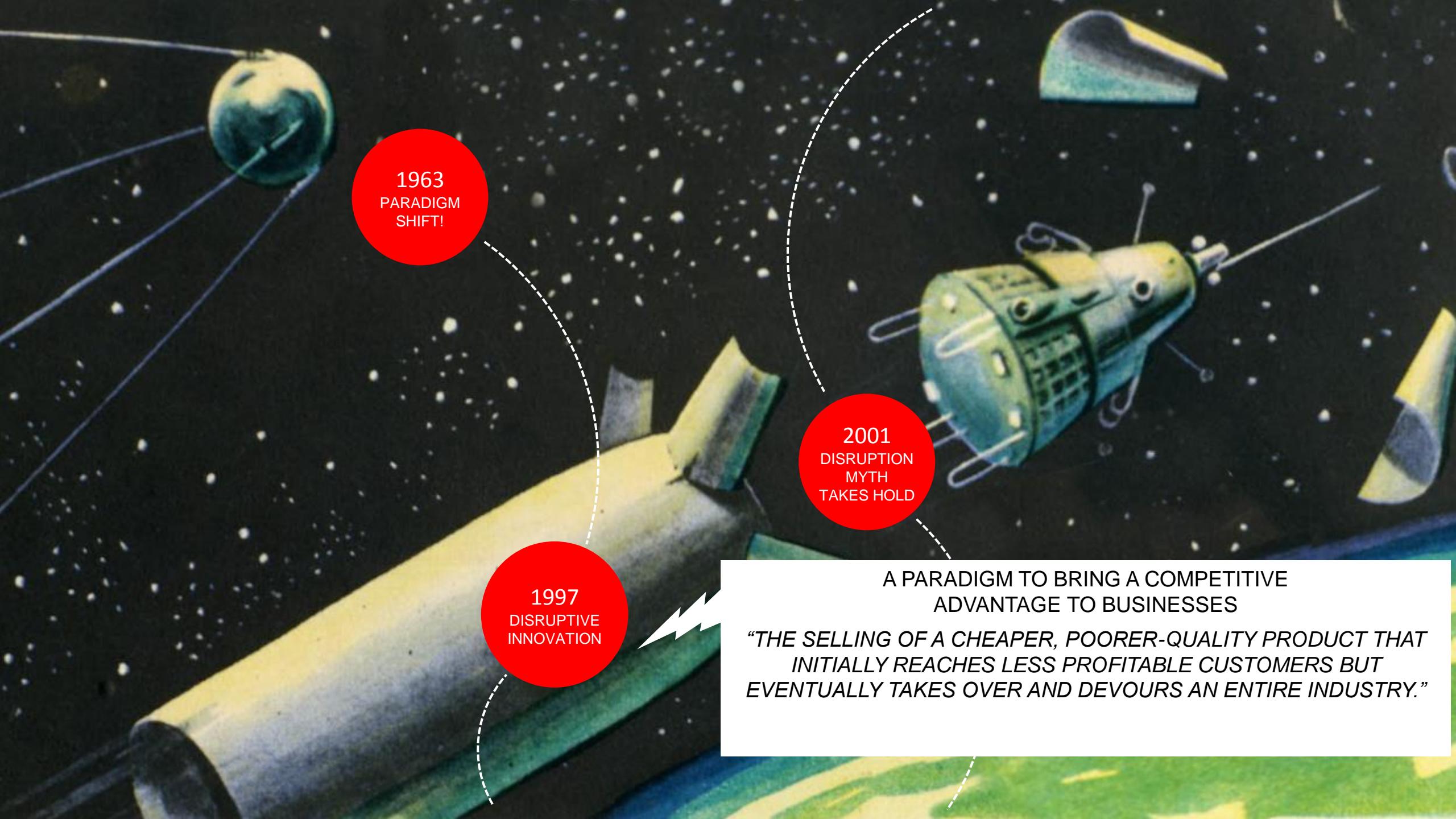


1963  
PARADIGM  
SHIFT!

A SCIENTIFIC METHOD TO UNDERSTAND  
NEW MODEL OF SCIENTIFIC INQUIRY

2001  
DISRUPTION  
MYTH  
TAKES HOLD

1997  
DISRUPTIVE  
INNOVATION



1963  
PARADIGM  
SHIFT!

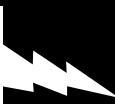
1997  
DISRUPTIVE  
INNOVATION

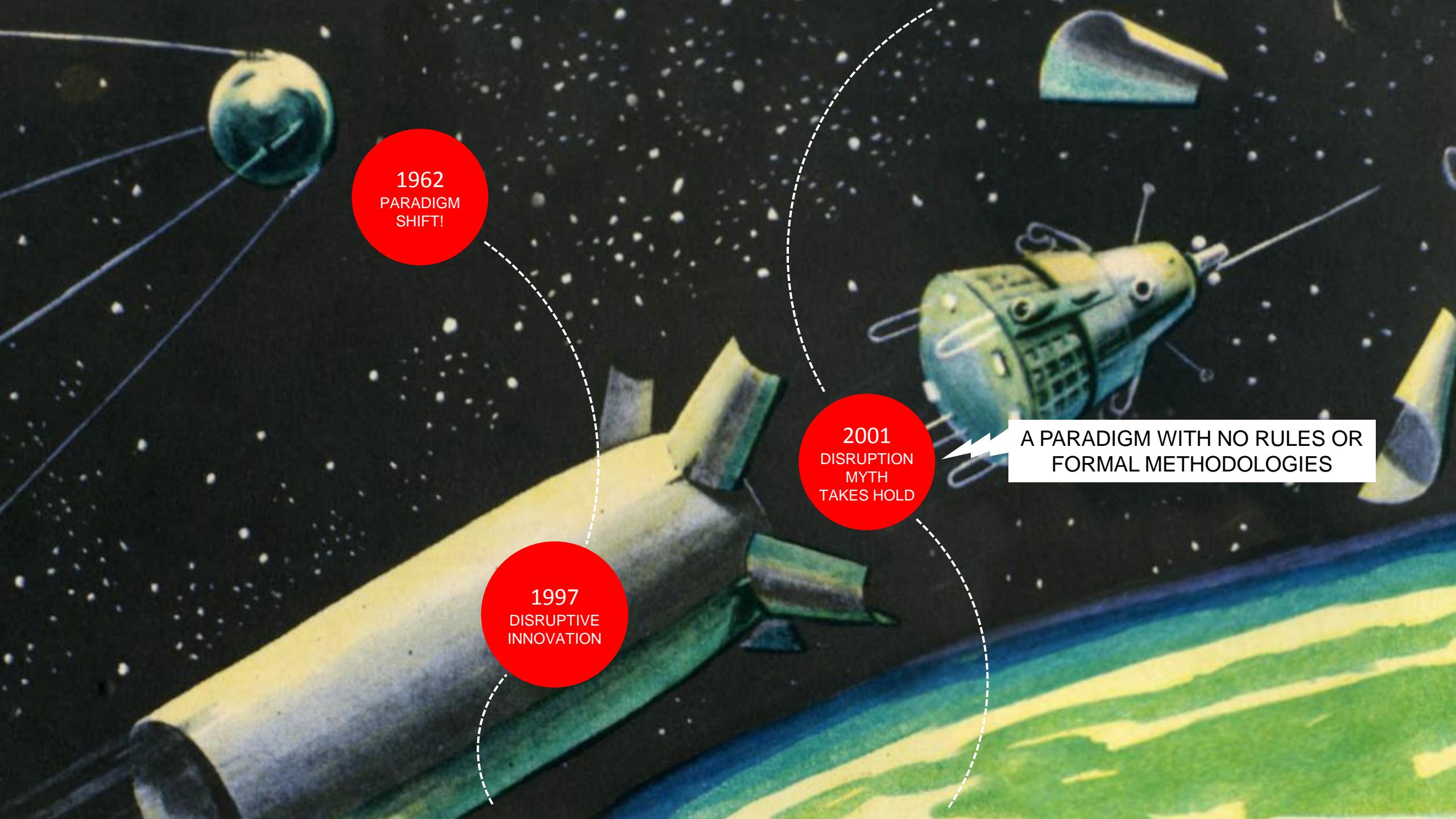
2001  
DISRUPTION  
MYTH  
TAKES HOLD

A PARADIGM TO BRING A COMPETITIVE  
ADVANTAGE TO BUSINESSES

“THE SELLING OF A CHEAPER, POORER-QUALITY PRODUCT THAT  
INITIALLY REACHES LESS PROFITABLE CUSTOMERS BUT  
EVENTUALLY TAKES OVER AND DEVOURS AN ENTIRE INDUSTRY.”

HOW COMPANIES  
INTERPRETED  
DISRUPTIVE  
INNOVATION  
PARADIGM





1962  
PARADIGM  
SHIFT!

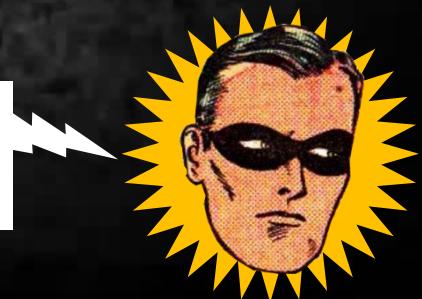
1997  
DISRUPTIVE  
INNOVATION

2001  
DISRUPTION  
MYTH  
TAKES HOLD

A PARADIGM WITH NO RULES OR  
FORMAL METHODOLOGIES

*Disruptive innovation is a competitive strategy for an age seized by terror ...founded on a profound anxiety about financial collapse, an apocalyptic fear of global devastation, and shaky evidence.”*

THE DISRUPTION MACHINE  
WHAT THE GOSPEL OF INNOVATION GETS  
WRONG  
NEW YORKER, JUNE 24, 2014 BY JILL LEPORE



*Disruptive innovation is a competitive strategy for an age seized by terror ...founded on a profound anxiety about financial collapse, an apocalyptic fear of global devastation, and shaky evidence.”*

*“Most big ideas have loud critics. Not disruption.*

*Disruptive innovation ...has been subject to little serious criticism.”*

THE DISRUPTION MACHINE  
WHAT THE GOSPEL OF INNOVATION GETS WRONG  
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# The disruptive innovation concept has *calcified!*

- MVP, iteration...fail fast
- Scale, more technology and less (ideally no) people
- Technology IP is only way to avoid being disrupted
- Darwin's Unicorn model, 99% failure,  
but winners are \$1B+
- Paradigm shifting —*nuff said*



# The disruptive innovator has *calcified!*

- Narrow educational scope
- Narrow geographical scope
- Narrow gender and age scope
- Narrow discipline scopes





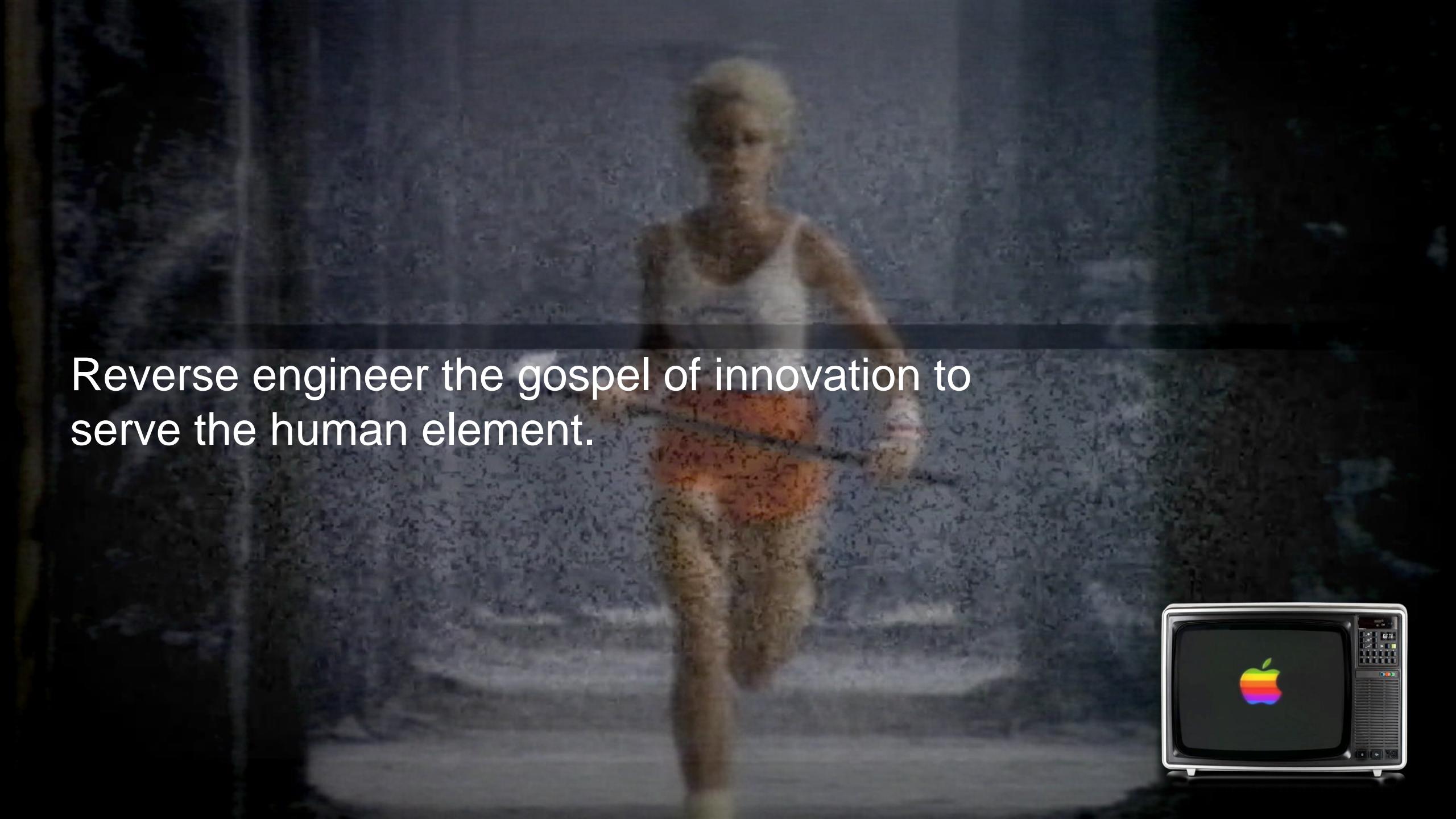
THE GOSPEL OF  
INNOVATION GETS THE  
HUMAN ELEMENT WRONG

PEOPLE AREN'T AS  
PREDICTABLE AS  
MACHINES

## The human costs are hidden in *plain sight!*

- Startup culture is really funded by “Judy Consumer”
- Technology serves business needs first and people needs second
- Relatively few young companies with young CEOs are shaping far-reaching policy
- Higher product costs due to privacy/security/ID fraud trickle down to consumers



A person stands in a dark, stormy landscape, possibly a beach or coastal area. The person is silhouetted against a bright, cloudy sky. A vibrant rainbow arches over their shoulder and back, its colors (red, orange, yellow, green, blue, and purple) glowing against the dark background. The ground is dark and textured, suggesting sand or rocks. The overall mood is dramatic and symbolic.

Reverse engineer the gospel of innovation to  
serve the human element.





THESE  
ARE THE  
EVANGELISTS  
OF THE 20<sup>TH</sup>  
CENTURY!

LISTEN  
TO THEM  
SHOUT  
THEIR  
GOSPEL!

MAN IS  
HIS OWN  
MASTER!

THE  
FUTURE  
IS OURS TO  
TAKE!

Innovation should create progress.  
Not novelty.



THANK YOU!