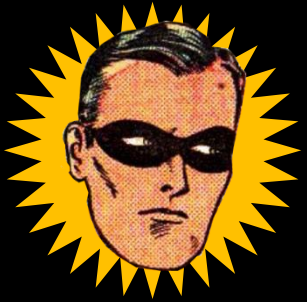




**DISRUPTIVE
INNOVATION!**
A REAL-WORLD
STREET VIEW!

**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!

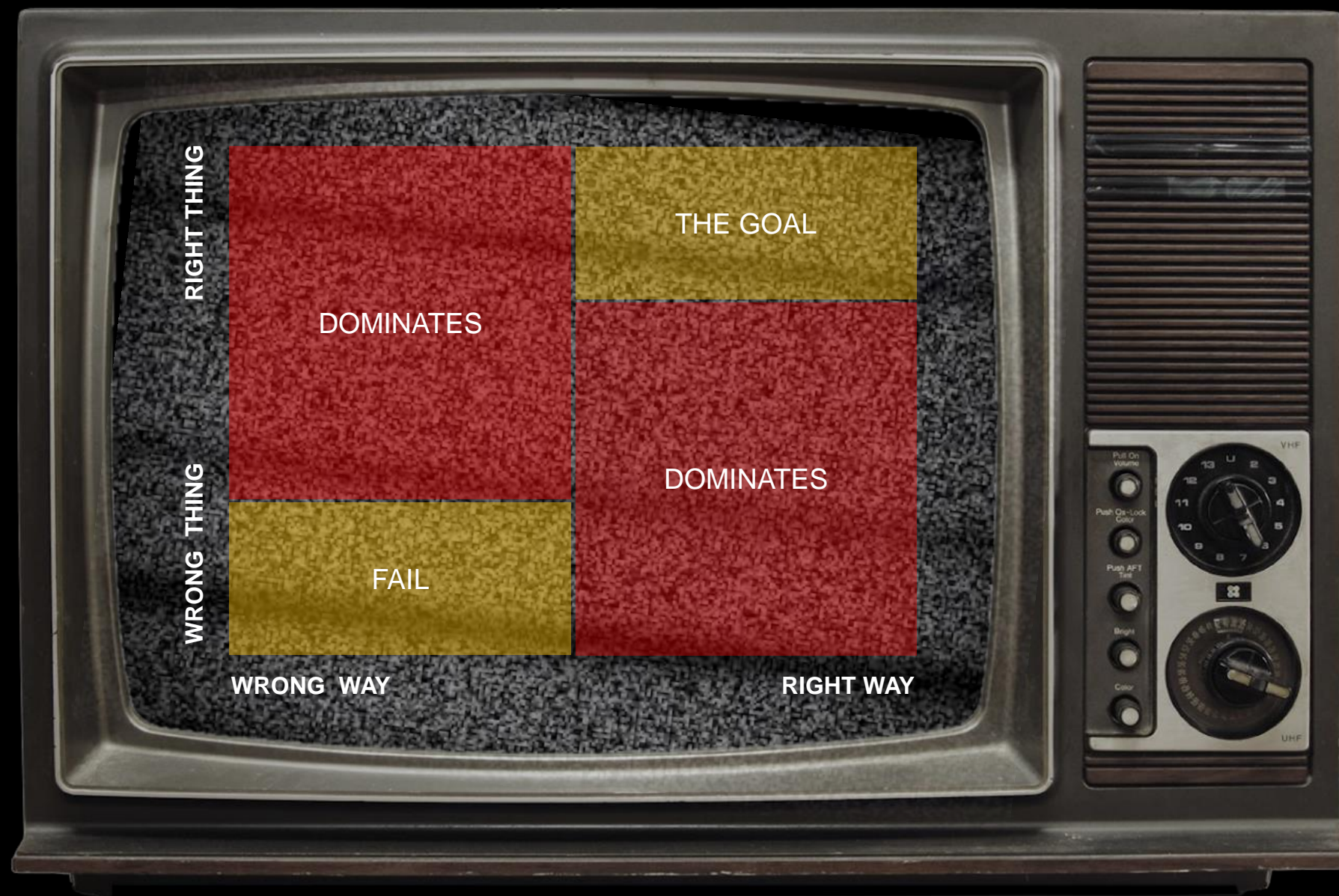
2001
DISRUPTION
MYTH
TAKES HOLD

1997
DISRUPTIVE
INNOVATION

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!

2001
DISRUPTION
MYTH
TAKES HOLD

A PARADIGM WITH NO RULES OR
FORMAL METHODOLOGIES

1997
DISRUPTIVE
INNOVATION

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 WRO.
NEW YORKER, JUNE 24, 2014 BY JILL LEPORE



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



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





THESE
ARE THE
EVANGELISTS
OF THE 20TH
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!