

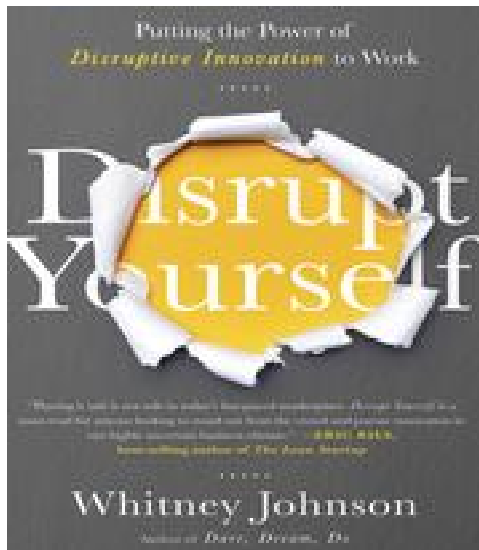


# Disrupt Yourself!

Based on the work of  
Whitney Johnson

# WBECS 2017 Whitney Johnson

Disrupt Yourself: Putting the Power of Disruptive Innovation to Work.



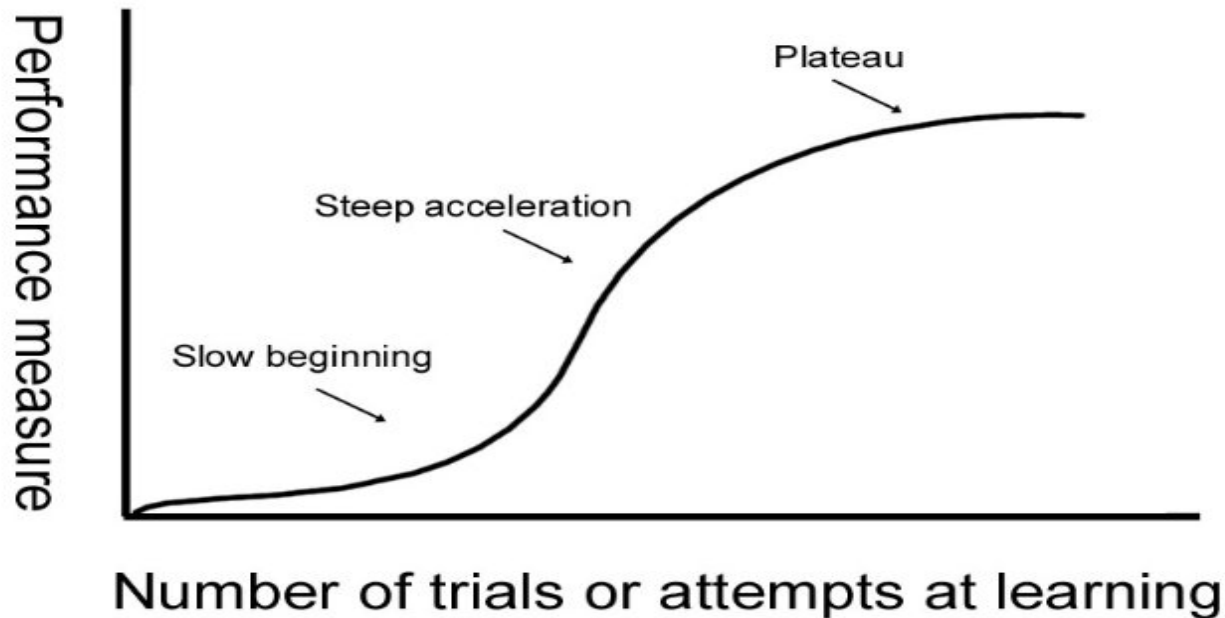
A process and framework  
for managing change

# 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, capitalise 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?