

Disruptive Strategy

Workbook



Thrive *Vance*

Disruptive Strategy

“Meaningful innovation does not need to be based on outright invention. Rather, there is an exhilarating shortcut. It is based on bold, new combinations of already existing components that simultaneously unlock heightened levels of consumer value and reduce costs.” - - Gabor George Burt

Discuss the following questions with your team, and write any actions you will commit to taking immediately to create your Blue Ocean on page 3.

- ◆ **Are there companies in our industry that have created blue oceans?**
- ◆ **To what extent does our company’s strategy rely on competing in existing market spaces?**
- ◆ **Do we have the right balance between line extensions and new initiatives?**
- ◆ **Do we rely too much on technology to open up new market opportunities?**
- ◆ **What initiatives have successfully broken the value/cost trade-off?**
- ◆ **Are there obstacles preventing our company from creating a blue ocean?**

NOTES:

ACTION PLAN

DATE: _____

	ACTION	COMPLETION DATE
1		
2		
3		
4		
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14		



Goal Setting

**“Whatever the mind can conceive
and believe it can achieve”**

Napoleon Hill