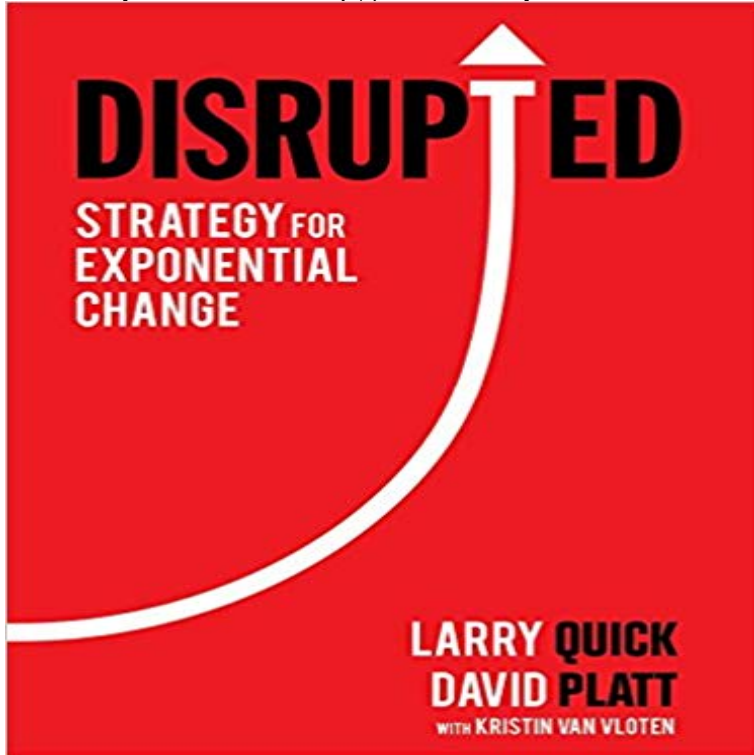


# Disrupted: Strategy for Exponential Change



People don't get exponential -Nicholas Negroponte

In the next 5 years, global Machine-to-Machine connections will grow by 400% from 5 billion to over 20 billion. In the past six years Uber has grown from a mere app to a 50 billion-dollar business. The driverless electric car is a reality, and the noxious methane gas that once escaped the Arctic Ocean in meter-wide plumes now bubbles out of the water in kilometer-wide columns. This is exponential change and it's happening now! We are in an environment where the exponential elbows of multiple systems are converging and disrupting lives and organizations at an accelerated rate. Disruptive change is turning business models upside-down, destroying legacy value, and opening the possibility for revolutionary futures to emerge across all industries. This is new territory. And if there was ever a time we needed to get exponential it is now! And in this environment organizations have two choices: leverage disruptive, exponential change to generate new value or fall afoul of its consequences. In the convergence of accelerating change, the strategic planning processes of yesteryear are inadequate. Tenuous visions and missions framed across five to ten-year time horizons are predicated on a slower pace of life. Too often, these approaches produce irrelevant strategies with rapidly diminishing shelf lives and little power to inspire team members, let alone leverage exponential change. Disrupted is a distillation of the wisdom of Resilient Futures, Strategy in Action (SiA), a framework designed to support teams and leaders to leverage rather than fall prey to exponential, disruptive change. Disrupted is a guidebook to the exponential era and a toolbox for proactively leveraging this change. By exploring well-known examples of disruption-opportunists like Apple and Tesla Motors, Disrupted helps readers to

understand the kind of strategic thinking that allow teams and leaders to confidently pursue opportunities with a shared strategic language, and a methodology designed for timely and agile execution at all levels of their organization. In Disrupted we are challenged to confront exponential change and ask ourselves: What are our disruptors, and how will we leverage them?

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