DisRUPT

Think the Unthinkable to Spark Transformation
Think what no one else is thinking,
Think what no one else is thinking, and do what no one else is doing.
Think what no one else is thinking, and do what no one else is doing.
Think what no one else is thinking, and do what no one else is doing.

MANTRA FOR INNOVATORS:

Zig

when others

zag.
Disruptive by Design
Disruptive by Design

taking conventions (the expected)
Disruptive by Design

taking conventions (the expected) and turning them on their heads
Disruptive by Design

taking conventions (the expected)
and turning them on their heads
- to make the ordinary unexpected.
Disruptive by Design
taking conventions (the expected) and turning them on their heads - to make the ordinary unexpected.
Disruptive by Design

taking conventions (the expected) and turning them on their heads - to make the ordinary unexpected.

Creating an emotional ‘connection’
Disruptive by Design

taking conventions (the expected) and turning them on their heads - to make the ordinary unexpected.

Creating an emotional ‘connection’ between a product or service
Disruptive by Design

taking conventions (the expected) and turning them on their heads - to make the ordinary unexpected.

Creating an emotional ‘connection’ between a product or service and a prospective consumer.
5 Stages of Disruptive Thinking
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1. Craft a disruptive hypothesis.
5 Stages of Disruptive Thinking

1. Craft a disruptive hypothesis.
2. Define a disruptive market opportunity.
5 Stages of Disruptive Thinking

1. Craft a disruptive hypothesis.
2. Define a disruptive market opportunity.
3. Generate several disruptive ideas.
5 Stages of Disruptive Thinking

1. Craft a disruptive hypothesis.
2. Define a disruptive market opportunity.
3. Generate several disruptive ideas.
4. Shape them into a single, disruptive solution.
5 Stages of Disruptive Thinking

1. Craft a disruptive hypothesis.
2. Define a disruptive market opportunity.
3. Generate several disruptive ideas.
4. Shape them into a single, disruptive solution.
5. Make a disruptive ‘pitch’ that will persuade internal or external stakeholders to invest or adopt what you’ve created.
1. Crafting a disruptive Hypothesis:
1. Crafting a disruptive Hypothesis:

Be Wrong at the Start
1. Crafting a disruptive Hypothesis:

Be Wrong at the Start

to Be Right at the End
It all starts with a wild question:
It all starts with a wild question:

“I wonder what would happen
It all starts with a wild question:

“I wonder what would happen if we _______________?”
It all starts with a wild question:

“I wonder what would happen if we _______________?”

in simple terms,
It all starts with a wild question:

“I wonder what would happen if we _______________?”

in simple terms,
a hypothesis is a
It all starts with a wild question:

“I wonder what would happen if we ______________?”

in simple terms,
a hypothesis is a fill-in-the-blank,
It all starts with a wild question:

“I wonder what would happen if we ____________?”

in simple terms,
a hypothesis is a **fill-in-the-blank,** part of the question.
In this situation most people
In this situation most people would come up with ‘minor tweaks’,
In this situation most people would come up with ‘minor tweaks’, change the colour,
In this situation most people would come up with ‘minor tweaks’, change the colour,
In this situation most people would come up with ‘minor tweaks’, change the colour, add a new feature,
In this situation most people would come up with ‘minor tweaks’, change the colour, add a new feature, or move production oversea’s.
In this situation most people would come up with ‘minor tweaks’, change the colour, add a new feature, or move production oversea’s.

But that’s not what we are looking for...
We need something more radical ...
Problems
Peeling Potatoes...
OXO International was founded in 1989 by Sam Farber, a retired CEO of a cookware company.
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His wife had arthritis in her hands and found using many kitchen utensils difficult and sometimes painful.
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His wife had arthritis in her hands and found using many kitchen utensils difficult and sometimes painful.

When Sam investigated further he grew increasingly frustrated with the design of the utensils, considering many of them to be “functional disasters” (CDF, 2001).
He focused on handle design, looking to bicycle components, various existing materials and overall quality of components, such as blades (that tended to blunt and rust easily).
Farber believed that these issues were of interest to everyone,
Farber believed that these issues were of interest to everyone, not just those who had identified their own difficulties in using the existing utensils.
OXO commissioned a design consultancy, Smart Design, to develop a new range of kitchen utensils by applying the principles of inclusive design. The design brief explicitly stated that the aim was to develop products with the broadest possible appeal, not just for consumers with specific needs.

The design team recognised that thorough research was required before they could begin to develop concept products.
They began by trying to understand the consumer needs that had to be addressed. To appeal to the broadest possible market, it was necessary to identify the different market sectors and interview representative users from each sector. These included domestic consumers, professional chefs and special interest groups, such as consumers with arthritis or declining strength through ageing.
The team also tested rival kitchen products, evaluating their comparative good and bad features. It became clear that many existing products suffered from common defects, such as a tendency to rust or crack, blunt cutting edges and poor ergonomics.
Result: a range of utensils that are easy to grip, and which have won a number of international design awards.
They then turned attention to the humble measuring jug, and applied the same thought processes.

Again to hit a certain volume measurement requires constant lifting to check fill levels.
Result: By adding a ‘scale’ at a 45 degree angle, liquids can be measured whilst pouring.
Result: By adding a ‘scale’ at a 45 degree angle, liquids can be measured whilst pouring.
We need something more radical . . .
We need something more radical . . .

Q: “What would happen if we sold socks, in sets of 3?”
We need something more radical . . .

Q: “What would happen if we sold socks, in sets of 3?”
We need something more radical . . .

Q: “What would happen if we sold socks, in sets of 3? and NONE of them matched?”
We need something more radical . . .

Q: “What would happen if we sold socks, in sets of 3? and NONE of them matched?”
We all have ‘odd socks’
We all have ‘odd socks’

And sometimes it can be frustrating to find matching pairs to wear :( 
We all have ‘odd socks’

And sometimes it can be frustrating to find matching pairs to wear :( 

But how can we turn that disruptive idea into a positive,
We all have ‘odd socks’

And sometimes it can be frustrating to find matching pairs to wear :( 

But how can we turn that disruptive idea into a positive, and who would go out of their way to buy 3 mis-matched socks?
We all have ‘odd socks’

And sometimes it can be frustrating to find matching pairs to wear :( 
But how can we turn that disruptive idea into a positive, and who would go out of their way to buy 3 mis-matched socks?

Well the answer lies in the word ‘mis-matched’...
total newness
give your wardrobe a little fizzle with our Soda Pop Collection! shop these poppin' styles while they're fizzy! shop now
Little Miss Matched products are so popular with kids these days! This company is fairly new - started just in 2008 - and has already established its brand in the consciousness of children all over the USA.
Little Miss Matched products are so popular with kids these days! This company is fairly new - started just in 2008 - and has already established it’s brand in the consciousness of children all over the USA.

When they started out, they had a “nothing matches but anything goes” philosophy that encouraged girls to mix and match their fun socks. Since then, sales have skyrocketed to $25 million last year.
Little Miss Matched

Have grown from a store selling mismatched socks to a brand that young girls can identify with!
Little Miss Matched

Have grown from a store selling mismatched socks to a brand that young girls can identify with!

It is a brand that speaks to the creative kids and lets them know that it is cool to express yourself - through crazy socks or even with Little Miss Matched bedding.
If you don’t shake things up
If you don’t shake things up with a few ideas from ‘way left of field’,
If you don’t shake things up with a few ideas from ‘way left of field’, your brain will ensure that you will process any new ideas using what you already know- as a filter.
If you don’t shake things up with a few ideas from ‘way left of field’, your brain will ensure that you will process any new ideas using what you already know - as a filter.
If you don’t shake things up with a few ideas from ‘way left of field’, your brain will ensure that you will process any new ideas using what you already know- as a filter.

And the result will be exactly the kind of thinking that ‘maintains’ the status quo.
Commercial buildings follow a series of well established ‘norms’ in the planning phases...
Commercial buildings follow a series of well established ‘norms’ in the planning phases...

They take into account; lighting, heating, water and sewage services, as well as structural & safety considerations.
Commercial buildings follow a series of well established ‘norms’ in the planning phases.

They take into account; lighting, heating, water and sewage services, as well as structural & safety considerations. These are typically contained within the building.
Commercial buildings follow a series of well established ‘norms’ in the planning phases. . .

They take into account; lighting, heating, water and sewage services, as well as structural & safety considerations. These are typically contained within the building. . .
Q: “But what would happen if...”
Q: “But what would happen if. . .

We put the plumbing, electrical services, and air vents on the outside of a building, instead of inside?”
Q: “But what would happen if... We put the plumbing, electrical services, and air vents on the outside of a building, instead of inside?”
The ‘goal’ at this stage is to kick off the process
The ‘goal’ at this stage is to kick off the process with a disruptive hypothesis, a true Game Changer.
The ‘goal’ at this stage is to kick off the process with a disruptive hypothesis, a true Game Changer.

“I wonder what would happen if we _______________?”
2. Discover a disruptive market opportunity:
2. Discover a disruptive market opportunity:

Explore the Least Obvious. . .
2. Discover a disruptive market opportunity:

Explore the Least Obvious. . .

The next step is to take the hypothesis you have just crafted: eg;
2. Discover a disruptive market opportunity:

Explore the Least Obvious. . .

The next step is to take the hypothesis you have just crafted: eg;

“I wonder what would happen if we sold socks in sets of 3?”
2. Discover a disruptive market opportunity:

Explore the Least Obvious...

The next step is to take the hypothesis you have just crafted: eg;

“I wonder what would happen if we sold socks in sets of 3?”

and hone it into something usable.
You’ll start by looking at the real-world context your hypothesis will exist in.
You’ll start by looking at the real-world context your hypothesis will exist in.

Who lives there now?
(or what other options exist in this space)
You’ll start by looking at the real-world context your hypothesis will exist in.

Who lives there now?
(or what other options exist in this space)...

sold in pairs  sold in multiple pairs

- cotton socks  - business socks
- wool socks  - school socks
- ankle socks  - sports socks
- long socks  - thermal socks
- toe socks  - fun socks
You’ll start by looking at the real-world context your hypothesis will exist in.

Who lives there now? (or what other options exist in this space)...

- Sold in pairs
- Sold in multiple pairs
- Cotton socks
- Wool socks
- Ankle socks
- Long socks
- Toe socks
- Business socks
- School socks
- Sports socks
- Thermal socks
- Fun socks

- Sold in general retail stores
- Based on shoe sizes
- 3 pack bundles
- Bargain bins
- Over-packaged?
- Boring image?
You’ll start by looking at the real-world context your hypothesis will exist in.
You’ll start by looking at the real-world context your hypothesis will exist in.

What do they (consumers) need?
You’ll start by looking at the real-world context your hypothesis will exist in.

What do they (consumers) need?

‘NEW’ socks
socks for special purposes:
sports  cool socks (summer)
shoe savers  warm socks (winter)
‘odour’ eating  extra padding/comfort/injury
medicated/athlete’s foot  tinea
You’ll start by looking at the real-world context your hypothesis will exist in.

What do they (consumers) need?

‘NEW’ socks
socks for special purposes:
- cool socks (summer)
- warm socks (winter)
- extra padding/comfort/injury
- medicated/athlete’s foot
- tinea

‘odour’ eating

‘NEW’ socks
shoe savers

’sports’

‘odour’ eating

‘NEW’ socks

formal socks:
- muted colours (eg weddings)
- bright colours
- uniform/military
- football socks / team colours
- fun pattern’s
- stretch socks
- socks for plaster casts
- amputee’s
- compression socks
You’ll start by looking at the real-world context your hypothesis will exist in.
You’ll start by looking at the real-world context your hypothesis will exist in.

What motivates them?
You’ll start by looking at the real-world context your hypothesis will exist in.

What motivates them?

- Quality
- Price
- Functionality/need
- Occasion: birthday present, to match new outfit, present to ‘self’, who makes purchase (self?/mum?/wife?)
- Availability
- Christmas gift
- Present to ‘self’
Defining a disruptive opportunity, is designed to be quick and informal, intuitive and qualitative, and above all else accessible.
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It shouldn’t take more than 2 or 3 days, or in some cases 2 to 3 hours, to consider the framework around your chosen topic and develop some potential ideas.
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- **sports**
- **RECOVERY**
- **socks**

sold singularly or in pairs
Defining a disruptive opportunity, is designed to be quick and informal, intuitive and qualitative, and above all else accessible.

It shouldn’t take more than 2 or 3 days, or in some cases 2 to 3 hours, to consider the framework around your chosen topic and develop some potential ideas.

- sports RECOVERY socks
  sold singularly or in pairs

- socks for special purposes:
  extra padding/comfort
  constriction/compression
  sports/injury
  teens/young adults
Defining a disruptive opportunity, is designed to be quick and informal, intuitive and qualitative, and above all else accessible.

It shouldn’t take more than 2 or 3 days, or in some cases 2 to 3 hours, to consider the framework around your chosen topic and develop some potential ideas.
Anyone can and should feel empowered to go out and start creating new business ventures, products and services,
Anyone can and should feel empowered to go out and start creating new business ventures, products and services, without drowning in the ‘sea of complexity’ that makes up typical market research projects.
Anyone can and should feel empowered to go out and start creating new business ventures, products and services, without drowning in the ‘sea of complexity’ that makes up typical market research projects.
Anyone can and should feel empowered to go out and start creating new business ventures, products and services, without drowning in the ‘sea of complexity’ that makes up typical market research projects.
3. Generate ‘Several’ disruptive Ideas:
3. Generate ‘Several’ disruptive Ideas:

Unexpected Ideas
3. Generate ‘Several’ disruptive Ideas:

Unexpected Ideas
Have Fewer Competitors. . .
Opportunities by themselves
Opportunities by themselves don’t lead to profits
Opportunities by themselves don’t lead to profits or lasting change.
Opportunities by themselves don’t lead to profits or lasting change.

So how do you transform
Opportunities by themselves don’t lead to profits or lasting change.

So how do you transform an opportunity into an idea?
Opportunities by themselves don’t lead to profits or lasting change.

So how do you transform an opportunity into an idea?
Well the first thing to realise is that any old ideas - won’t do!
Well the first thing to realise is that any old ideas - won’t do!

What we are looking for are ideas that have the power to influence and shape behaviour.
Well the first thing to realise is that any old ideas - won’t do!

What we are looking for are ideas that have the power to influence and shape behaviour.

Ideas that stir the imagination and inspire a sense of possibility.
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What we are looking for are ideas that have the power to influence and shape behaviour.

Ideas that stir the imagination and inspire a sense of possibility.

eg. iphone ‘face time’.
Well the first thing to realise is that any old ideas - won’t do!

What we are looking for are ideas that have the power to influence and shape behaviour.

Ideas that stir the imagination and inspire a sense of possibility.

eg. iphone ‘face time’.
4. Shaping a disruptive Solution:
4. Shaping a disruptive Solution:

Novelty for Novelty’s Sake
4. Shaping a disruptive Solution:

Novelty for Novelty’s Sake is a Resource Killer...
4. Shaping a disruptive Solution:

Novelty for Novelty’s Sake is a Resource Killer. . .

Disruptive ideas are great - but they are only half the story.
4. Shaping a disruptive Solution:

Novelty for Novelty’s Sake is a Resource Killer...

Disruptive ideas are great - but they are only half the story.
4. Shaping a disruptive Solution:

Novelty for Novelty’s Sake is a Resource Killer. . .

Disruptive ideas are great - but they are only half the story.

Unless you can make those ideas feasible,
4. Shaping a disruptive Solution:

Novelty for Novelty’s Sake is a Resource Killer. . . .
Disruptive ideas are great - but they are only half the story.

Unless you can make those ideas feasible, they can’t deliver value.
Exploring the Jet Pack . . .
How do you know if an idea is workable?
How do you know if an idea is workable?

Well you don’t
How do you know if an idea is workable?

Well you don’t

unless you actually ‘see’
How do you know if an idea is workable?

Well you don’t

unless you actually ‘see’

how it plays out with your target market.
How do you know if an idea is workable?

Well you don’t
unless you actually ‘see’
how it plays out with your target market.
How do you know if an idea is workable?

Well you don’t
unless you actually ‘see’
how it plays out with your target market.

User testing - user centred design and observation.
How do you know if an idea is workable?

Well you don’t

unless you actually ‘see’

how it plays out with your target market.

User testing - user centred design and observation.
Iterative design approach.
Without User testing - you're in danger of coming up with a terrific idea,
Without User testing - your in danger of coming up with a terrific idea, that will ‘flop’ when it hits the market, or the shelves at the corner store.
Without User testing - your in danger of coming up with a terrific idea, that will ‘flop’ when it hits the market, or the shelves at the corner store.
Without User testing - you're in danger of coming up with a terrific idea, that will ‘flop’ when it hits the market, or the shelves at the corner store.

So we need to ‘switch’ our focus from conceiving ideas to transforming them into practical solutions.
Remember:
Remember:

There’s a simple but critical difference between an idea and a solution:
Remember:

There’s a simple but critical difference between an idea and a solution:

A solution is always feasible.
Remember:

There’s a simple but critical difference between an idea and a solution:

A solution is always feasible.

If it’s not,
Remember:

There’s a simple but critical difference between an idea and a solution:

A solution is always feasible.

If it’s not, it’s not really a solution.
5. Making a Disruptive Pitch:
5. Making a Disruptive Pitch:

Under Prepare the Obvious,
5. Making a Disruptive Pitch:

Under Prepare the Obvious,
Over Prepare the Unusual
5. Making a Disruptive Pitch:

Under Prepare the Obvious,  
Over Prepare the Unusual

At this point you have a ‘sales job’ on your hands.
5. Making a Disruptive Pitch:

Under Prepare the Obvious,  
Over Prepare the Unusual

At this point you have a ‘sales job’ on your hands.

This isn’t ‘selling to your customer/end user’
5. Making a Disruptive Pitch:

Under Prepare the Obvious,
Over Prepare the Unusual

At this point you have a ‘sales job’ on your hands.

This isn’t ‘selling to your customer/end user’ this is selling the idea to the internal team
5. Making a Disruptive Pitch:

Under Prepare the Obvious, Over Prepare the Unusual

At this point you have a ‘sales job’ on your hands.

This isn’t ‘selling to your customer/end user’ this is selling the idea to the internal team or organisation, the stakeholders (internal or external)
5. Making a Disruptive Pitch:

Under Prepare the Obvious, Over Prepare the Unusual

At this point you have a ‘sales job’ on your hands.

This isn’t ‘selling to your customer/end user’ this is selling the idea to the internal team or organisation, the stakeholders (internal or external) who control the purse strings.
So be prepared:
So be prepared:

Most people don’t embrace a disruptive solution because it’s disruptive;
So be prepared:

Most people don’t embrace a disruptive solution because it’s disruptive; they embrace a disruptive solution because they believe it will deliver value.
So be prepared:

Most people don’t embrace a disruptive solution because it’s disruptive; they embrace a disruptive solution because they believe it will deliver value.
So be prepared:

Most people don’t embrace a disruptive solution because it’s disruptive; they embrace a disruptive solution because they believe it will deliver value.

You will need a lot more than
So be prepared:

Most people don’t embrace a disruptive solution because it’s disruptive; they embrace a disruptive solution because they believe it will deliver value.

You will need a lot more than a basic presentation to earn that confidence.
The final output from this process is a
The final output from this process is a "9-minute pitch"
The final output from this process is a "9-minute pitch"
That takes your audience from their initial, pre-presentation,
That takes your audience from their initial, pre-presentation, “why should I care about this?”
That takes your audience from their initial, pre-presentation,

“why should I care about this?”

through the mid presentation,
That takes your audience from their initial, pre-presentation,

“why should I care about this?”

through the mid presentation,

“I’m curious to see where this is going.”
That takes your audience from their initial, pre-presentation, “why should I care about this?” through the mid presentation, “I’m curious to see where this is going.” to a post presentation,
That takes your audience from their initial, pre-presentation,

“why should I care about this?”

through the mid presentation,

“I’m curious to see where this is going.”

to a post presentation,

“Hey, this is great! How do we implement it?”
We will be looking at ‘how to build’ this 9 minute pitch, in another presentation,
We will be looking at ‘how to build’ this 9 minute pitch, in another presentation,

But if we have done a good sales job, we will have everybody ‘on-board’ and eager to be part of our idea.”
We will be looking at ‘how to build’ this 9 minute pitch, in another presentation,

But if we have done a good sales job, we will have everybody ‘on-board’ and eager to be part of our idea.”

Thank You!