



email: [info@insightcentre.com](mailto:info@insightcentre.com),  
visit: [www.insightcentre.com](http://www.insightcentre.com),  
or phone: +44(0)1579 371078

## insight #1:

The **incremental improvement** of products, services, processes and business models **cannot be relied upon for continued competitive advantage**; in fact, few organisations in the world are able to retain dominance in their markets with a 'more of the same' strategy.

## insight #2:

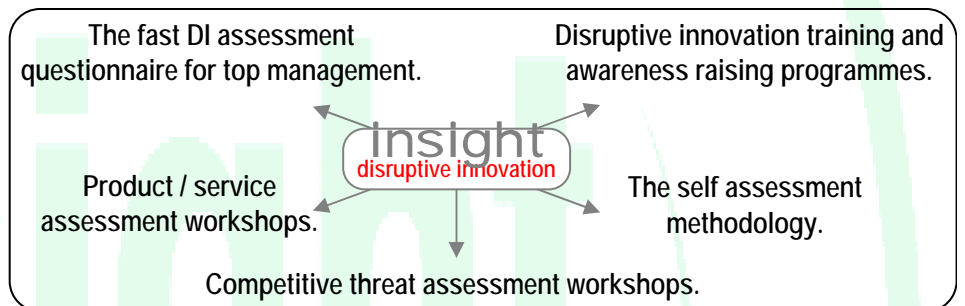
**Industries and organisations** the world over **get caught unaware and are turned upside down** by newcomers who have introduced **disruptive innovations** that capture and transform traditional markets.

# Disruptive Innovation

## How susceptible is your organisation to disruptive innovations?

Ignoring disruptive innovations could result in the end of your organisation. When a company begins to fall from grace, you can bet your bottom dollar that a disruptive innovation has played its part – just think how often we hear of giant firms succumbing to the new upstarts.

Many top management teams are either not capable or too stubborn to act upon the weak signals of disruptive innovations. This is why the Insight Centre is equipped with management tools and methodologies to help you to conduct rapid assessments or detailed analyses of your organisation's susceptibility to disruptive threats. These include:

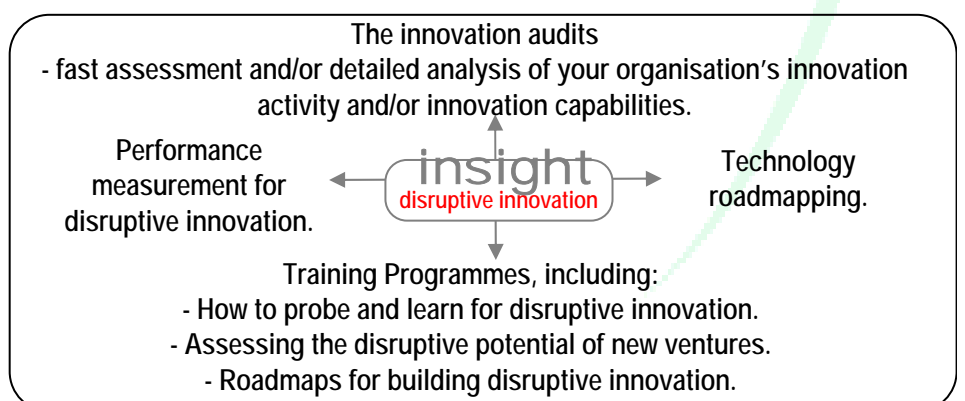


The Insight Centre can help you to understanding your wider organisational domain and leave you better prepared to identify the threat of disruptive innovation both now and in the future.

## Could your organisation reap the benefits of disruptive innovation?

Enabling disruptive innovation equals new wealth creation. How many potentially disruptive ideas are in the head's of your employees? How many rule-busting experiments does your organisation pursue? How many potentially disruptive ventures are you nurturing? Is your organisations equipped with the latest knowledge on how to bring a potentially disruptive innovation to market?

Your organisation could be killing or enabling disruptive innovations right now – the choice is yours. The Insight Centre is equipped with validated tools and methodologies to help you reap the rewards of disrupting other businesses. These include:



The pursuit of disruptive innovation is not a "bet-the-company" activity - you can increase your chances of finding and delivering disruptive breakthroughs by working smartly and working with the Insight Centre.