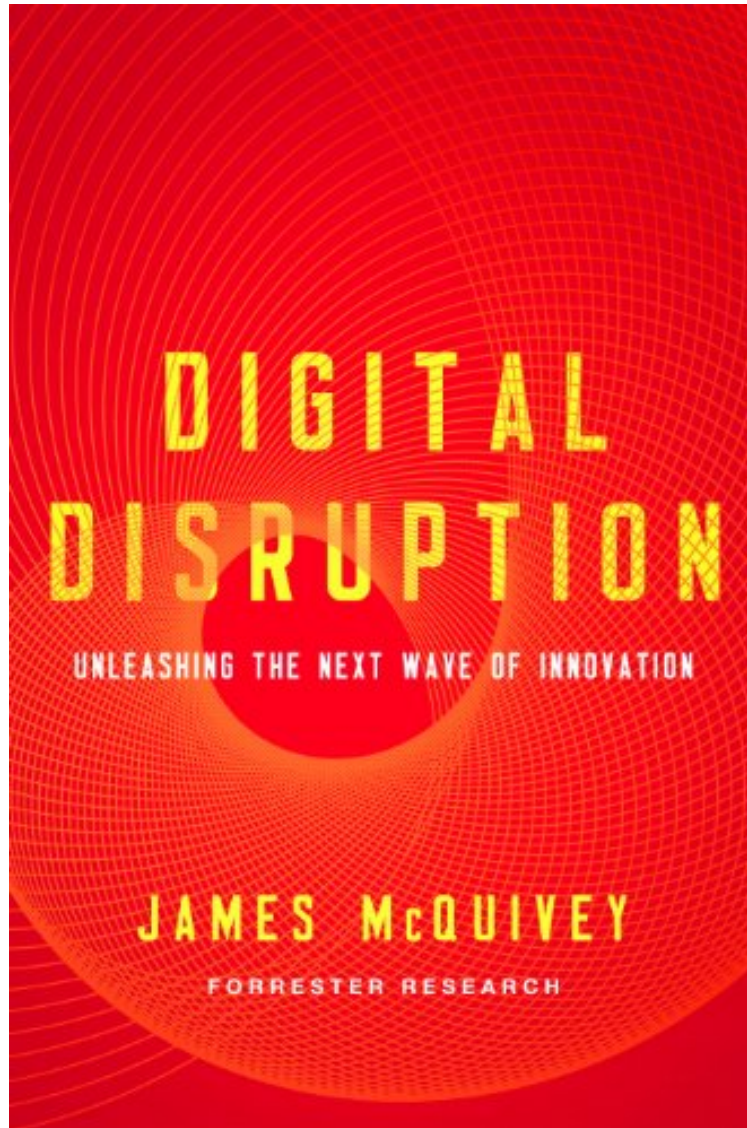


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Digital Disruption: Unleashing the Next Wave of Innovation

James McQuivey

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James McQuivey : Digital Disruption: Unleashing the Next Wave of Innovation before purchasing it in order to gauge whether or not it would be worth my time, and all praised Digital Disruption: Unleashing the Next Wave of Innovation:

4 of 4 people found the following review helpful. Focus on what the customer might need next, and let the future find you !By Ramana V. Metlapallil;Digital Disruption; by James McQuivey of Forrester Research is most often the first book I recommend to client executives preparing for digital journeys at their organizations. That is because the book most of all emphasizes what it is to have a disruptor's mindset. I for one think this mindshift is the all

important first step. Once you get into the right 'frame of mind' to embrace the power and possibility of digital technologies to create value to your customers, you have the right preparation for the journey. It helps that the author's broader research interest in Innovation: People + Infrastructure = Disruption forms the key sections of the book. The discussion rallies around a few guideposts in drawing up a digital strategy – the following is a list I gleaned (not necessarily in the order in which they appear in the book) that I found myself adopting into my consulting practice:

1. Don't fall into the trap of thinking about the incremental product features but ask yourself what the adjacent benefits the customer derives from your offerings. The book presents an alternative framework to Maslow's Hierarchy of Needs – Comfort, Connection, Uniqueness and Variety that people desire. Map the product experiences to these needs.
2. In the digital environment, practices for establishing and maintaining barriers to competition matter little and are counterproductive. What matters is ability to deliver value to the customer. Such value comes from seeing what customers need.
3. The discussion on infrastructure includes my favorite topic of the power of digital platforms. Digital Platforms are what the railways or highways were to businesses in the last century. They facilitate one to innovate the adjacent possible; by providing the opportunity for rapid innovation cycles and learning from the inevitable failures. Digital platforms are available to everyone; and are perfectly suited for large companies to exploit without exorbitant investments.
4. The excitement of the developments in digital technologies is that the distance between an idea and the digital realization of that idea is now shortened. The impact comes from the fact that if ten times as many people can participate in bringing ten times as many ideas each to market, only one or two of those ideas need to succeed in order to completely disrupt your business.
5. The case studies in the book span internal incubation and external partnering strategies that one could pursue in their digital innovation journeys.
6. The book overall does a great job articulating what you as a leader of the digital disruption journey of your company should focus on doing – rapidly identifying a list of the next things your customers want and quickly giving them the few that are easiest for you to deliver. The key message is - Stop trying to predict the future of your products, focus instead on the next possible thing your customers need and let the future find you!

While I find the emphasis on finding the 'next adjacent customer need' a strong lynchpin for ideas on digital disruption, it is not complete in itself in my opinion. Perhaps the next edition of the book would benefit from it if it included:

- discussions on exploiting hard usage data as an asset for pointing to ideas for digital disruption-
- structured analysis methods to get at the 'adjacent possibilities' - the challenges unique to larger companies in drawing up their digital strategies – eg., branding, how you put digital at the heart of your business while not abandoning your legacy

23 of 25 people found the following review helpful. Interesting book, but not what was promised

By Reviewer
This was a very interesting book about a very important topic. The reason for the two stars is that beyond the topic or bringing up the subject, it has little substance. It shouts about digital disruption, mostly for business applications, and then reminds the reader to be the disruptor not the disrupted. Then does it again and again....and again, without providing a template or a plan how to exploit the digital disruption that is coming soon. The book does not live up to its promise. I would recommend it to anyone who is just starting to think about digital disruption, but it is certainly not for anyone who is familiar with the topic. Over all it is worthy of 2 stars out of 5.0

of 0 people found the following review helpful. How to become a digital disruption perpetrator

By John Gibbs
Digital tools allow digital disruptors to come at you from all directions – and from all ages, backgrounds, and nationalities; your competitors probably won't come from within your industry – they could come from any industry, or from one that doesn't exist yet, according to James McQuivey in this book. Equipped with a better mindset and better tools, thousands of these disruptors are ready to do better whatever it is that your company does. Rather than taking the doom-and-gloom approach commonly favoured by those who find their markets being eaten away by new entrants who are offering better quality services at impossibly low prices, this book focuses on how you can become a digital disruptor. The author's advice includes:

- How to change your mindset to change your business
- How to use free or almost-free tools to solve business or market problems
- How to use digital platforms for rapid deployment of new products and for building and maintaining customer relationships
- How to understand customers' needs for comfort, connection, variety and uniqueness
- How to create a quick list of the next things your customers will want
- How to deliver total product experiences

The author promises not only that digital disruption is a possibility for your company's future, but that it is the only possibility. I am not fully convinced about that – it seems to me that plenty of businesses are likely to survive for many years to come without embracing digital disruption – but the book does provide some useful insights into how you can become a perpetrator rather than a victim of the changes which seem inevitable.

The barriers to entry in your market just vanished. Unexpected competitors are swarming in. Are you ready? You always knew digital was going to change things, but you didn't realize how close to home it would hit. In every industry, digital competitors are taking advantage of new platforms, tools, and relationships to undercut competitors, get closer to customers, and disrupt the usual ways of doing business. The only way to compete is to evolve. James McQuivey of Forrester Research has been teaching people how to do this for over a decade. He's gone into the biggest companies, even in traditional industries like insurance and consumer packaged goods, and changed the way

they think about innovation. Now he's sharing his approach with you. McQuivey will show you how Dr. Hugh Reinhoff of Ferrokine BioSciences disrupted the pharmaceutical industry, streamlining connections with doctors and regulators to bring molecules to market far faster—and then sold out for \$100 million. How Charles Teague and his team of four people created Lose It!, a weight loss application that millions have adopted, achieving rapid success and undermining titans like Weight Watchers and Jenny Craig in the process. Regardless of your background and industry, you can learn how to be a digital disruptor too. First, adopt the right mindset: Take risks, invest as cheaply as possible, and build on existing platforms to find the fastest path to solving a customer's problem. Second, seek the "adjacent possible"—the space just next to yours where new technology creates opportunity. That's how Benjamin Rubin and Paolo DePetrillo of Zeo created a \$100 sleep monitor that does much of what you'd get from a \$3,000 sleep lab visit. Finally, disrupt yourself. Use these tools to make parts of your business obsolete before your competitors do. That's what Tim FitzRandolph did at Disney, creating a game that shot to the top of the app store charts. With the tools in this book you can assess your readiness, learn the disruptive mindset, and innovate rapidly, starting right within your own business.