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Beating the Competition through Marketplace Disruption

TOP STRATEGIC LESSONS:

- Plan from the Future not the Past
- Be Obsessive about Competitors
- Learn to Disrupt Your Organization
- Use White Space to Innovate

These four lessons that Adam outlines will demonstrate how being successful in business isn't about sticking to your core, it's not about having the right players in place, it's about making sure that your business is serving current market needs. By looking into the future, you can begin to predict where the market is going, how you can build a strategy to out-do the competition.

Disruptions are Good

Many of us hear the word disruption and perceive a negative connotation. Adam's research uncovered that the secret to becoming a successful business means that you may have to **disrupt yourself in order to follow the market**. Organizations like Amazon, Netflix and Apple, have learned how to disrupt themselves in order to follow where the market is going.

Don't Get Locked-In

Every organization can generate a host of new ideas, business opportunities and innovation. The challenge with this is that many times these great ideas are not fully executed because it may require the business to do something different --- or force you to undo something that you are locked-in to doing even though it may be preventing your business from moving in a more profitable or successful path. Learning how to recognize lock-ins that hurt your business will allow you to take your business into **new "white space"** that enables you to enter new markets that have higher margins and greater rates of return.

Pay Attention to Competitors

Do you really know who your competitors are? Do you know what new products or services they are offering? Too many businesses focus all their efforts on the customer but forget to pay attention to their competitors. Stop competing on price and pro-actively find ways to leap ahead by offering a product or service in a new way that your competitors can't.