



# Disrupt! . . . or be disrupted

**Disruption is the word on everyone's lips** today. Of course, it's the current leaders who are being 'disrupted', usually by new, fleet-of-foot competitors who have employed digital tools and a fresh mindset to outflank the incumbents. So what does it take to be the disruptor yourself?

## Key topics include:

- Disruption, innovation and transformation
- The customer's big three: Convenience, Value and Trust
- Identifying industry assumptions to challenge
- The disruptor's agenda
- Digicare: the customer experience in a digital world
- Frictionless innovation
- Creating a 'garage space' for disruption

**This dynamic session** enables you to create the conditions to be a successful disruptor. It's delivered either as a keynote, or as a longer more interactive event. You are challenged to develop a dose of 'healthy paranoia': inspiring the urgency to act and *disrupt yourself!*

'I would really like to thank you for your excellent work on Saturday. So far, I've received many, many comments on how great the session was. You really exceeded our best expectations.'

*Microsoft*

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