

DISRUPTING THINKING

**13 Exercises to Imagine
Disrupting Your Own Brand
Before Someone Else
Disrupts You!**

Mike Brown

The Brainzooming Group



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Disruption is Scary. But Better to Be the One Doing the Scaring!

For an established brand, it's challenging to generate ideas for disrupting its own or even other markets. When a brand has invested a tremendous amount in a successful business model, it's scary to consider reworking what it does in radical new ways.

But companies emerging with a disruptive mindset aren't approaching a brand's market with the same reservations and hesitations.

If you're an established brand trying to become a disruptive strategic force, you need to identify a way to re-imagine what you do, the value you provide, and how you go to market as if you were starting from scratch without pre-conceived notions.

The question-based exercises in **Disrupting Thinking** are designed to address this challenge head-on.

Based on the market or brand areas you need to disrupt, these exercises address your brand's:

- Benefits and value
- Marketing strategies
- Organizational structure and processes
- Risk-taking behavior
- Industry and market dynamics
- New business initiatives

One objective with these exercises is to help a leadership or brand team begin the process of exploring ways to break from current strategies and successes. Granted, that's not an area every company wants to explore. Maybe your current strategic path will work for the foreseeable future. Maybe it's not susceptible to disruption.

If you think that's the case, you're in good company.

All of these thought the same:

- Blockbuster
- Border's
- Blackberry
- Every Department Store You Ever Visited

- Flip Video Cameras
- Unionized Trucking Companies
- Optometrists' Offices
- Daily Newspapers
- Kodak
- Custom Manufacturing Shops
- Universities
- Big Box Retailers
- Office Supply Stores
- Sony
- Mainframe computers

Want to keep going?

Yeah, we didn't think so.

That's why **Disrupting Thinking** is ideal for strategists in organizations reluctant to challenge their own thinking and strategies to rework their success--before an unexpected competitor does, and it's too late!

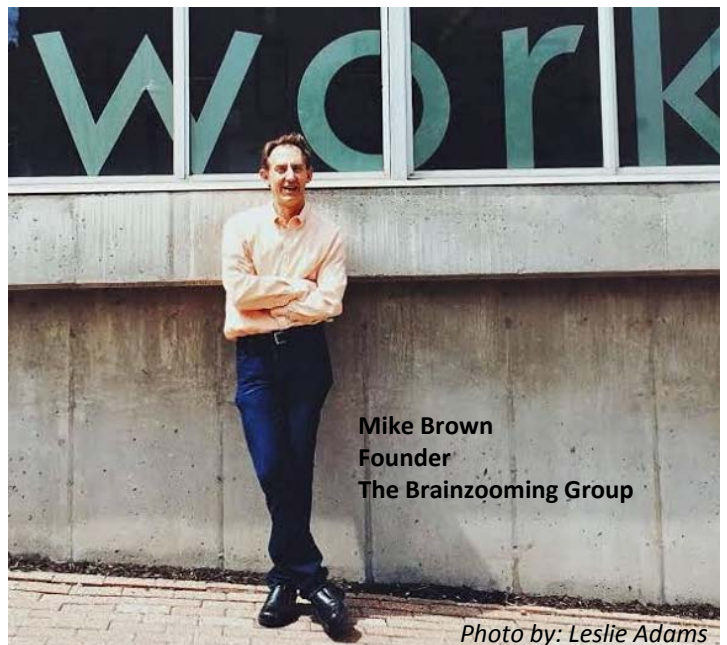


Photo by: Leslie Adams



IF YOU ARE
COMFORTABLE
WITH YOUR
CONVENTIONAL
THINKING, WE
WILL SOON
CHANGE THAT!



1

What are the **benefits** we deliver to customers currently?

2

What's a completely different set of **benefits** we can deliver, and how will we do it?

Brainzooming Tip: You can tackle the questions in *Disrupting Thinking* in any order. Perhaps start with ones where a little disruption will help, then move to ones that will challenge your team's thinking in more dramatic ways.



Which one or two elements of our **marketing mix** provide the most leverage (meaning the opportunity to change them and subsequently move the entire market)?

What would we do if those were the only **marketing mix** elements we used?



Brainzooming Definition: What's the *marketing mix*? Product, price, promotion, and place is the classic definition. For this exercise, you may want to extend it. You might include people, service experience, technology, sales, quality, and other aspects of the traditional definition to stimulate broad thinking.



How (and what)
could we do if we
entered our
customers' **value**
streams two or
three steps earlier
than we do now?



Where can
we select
just one part
of what we
do and **go to**
market
without
anything else
that we
currently do?



NEED TO DELIVER STRONGER, RESULTS-ORIENTED INNOVATION?

There are many reasons innovative business ideas aren't generated and successfully implemented in organizations. Various strategy, process, and people barriers can block great ideas from turning into reality.

The Brainzooming eBook ***The Ten Big NOs to InNOvating*** reveals ten common innovation barriers your organization may be facing along with strategies to overcome them.

Download this free, results-oriented eBook to:

- Learn the signals of each innovation barrier
- Diagnose what business characteristics create innovation roadblocks
- New possibilities to improve successes in spite of innovation challenges



Download Your FREE Copy!
The Ten Big NOs to InNOvating

<http://info.brainzooming.com/ten-big-nos-innovating>



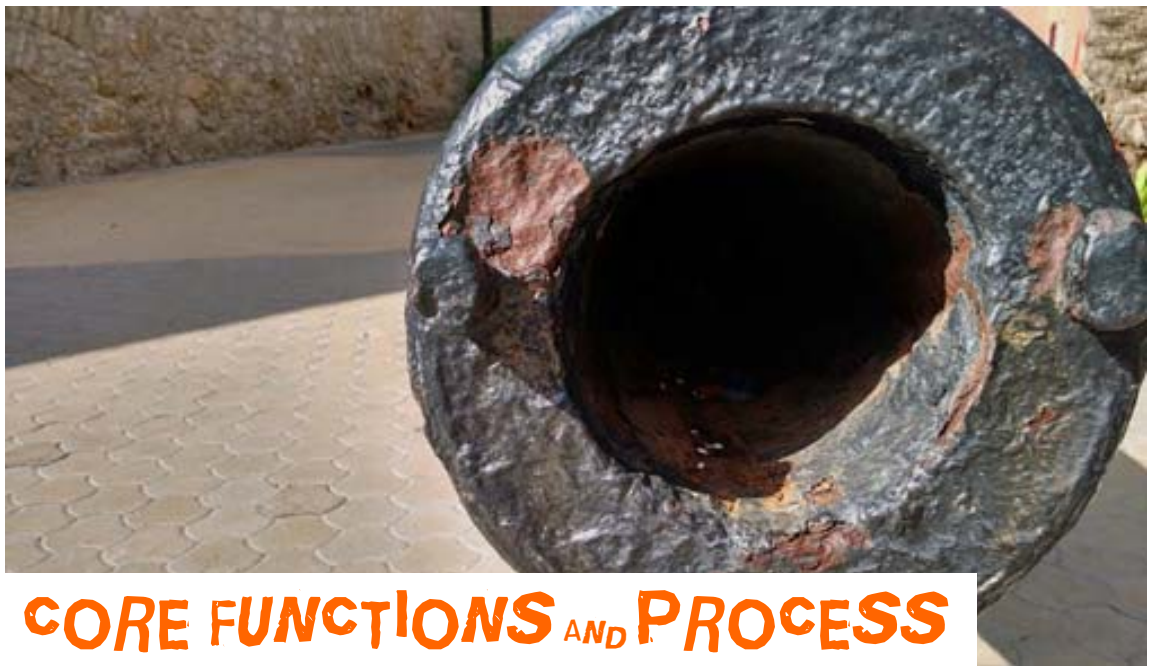
What best describes our organization's **size, structure, and scope**?

What are the opposites of those descriptors?

How can we start behaving like the complete-opposite-of-us company we just described?



What would it look like if we...



CORE FUNCTIONS AND PROCESS

Completely
eliminated
a **core
function**
of what
we do?

Performed
a **core
process**
completely
differently?

Did one
thing at
exceptional
levels and
cut back on
other **core
functions?**

Brainzooming Tip: People often struggle with questions such as these. "If it's a core function, how can we eliminate it and still do what we do?" Remind them there are multiple ways to create the same outcome. Many disruptive new brands don't have core processes, so THEY don't design disruption to accommodate them either!



What has made our brand successful?



SUCCESS FACTORS

What would we do if we eliminated all these **success factors** from our brand to double or triple our size and value?

Brainzooming Tip: Again, disruptors come at you with completely different success factors. Addressing a challenging question such as this goes right to the heart of disrupting status quo thinking.





INDUSTRY

What can we scavenge from things we've tried that have never made it to market to create a brand-new offering to disrupt our own **industry**?

What markets could we enter where we have absolutely **NOTHING** to lose from breaking things?
How can we create a start-up that has so few resources attached that we can continually take bet-the-company **risks**?



TAKING RISKS



What elements characterize our market segment?

What other markets have one or two of these elements?

Which ones can we pick for **market entry** at a rock-bottom price?



WHERE WOULD WE START A COMPLETELY NEW BUSINESS IN SOME OTHER MARKET?

Brainzooming Tip: This may be your big question. To help disrupt your team's thinking, consider introducing parameters into the question: Are there specific markets where you want them to focus? Point them

toward those markets. Do you already have ideas for the type of new business? Focus the question on multiplying the number of potential markets where you could introduce that new business.





NEW MARKETS

Where can we take what we do to a **new market** where it will look dramatically different?

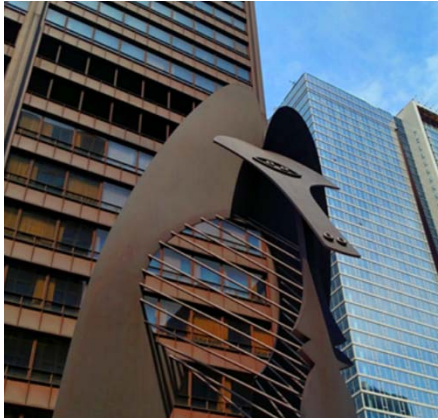
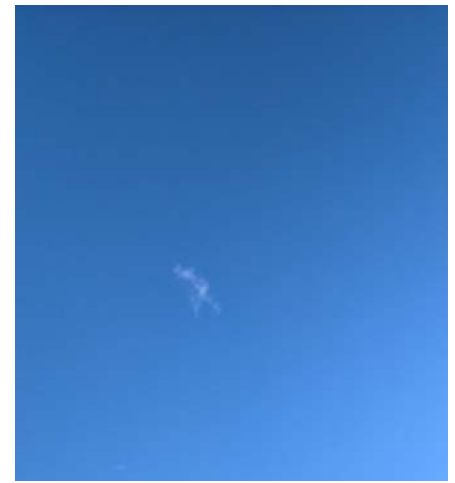
How will we deliver extraordinary value for new customers with for it?



EXPECTATIONS

Where could we challenge **expectations** by introducing what we do today as a viable solution in a market where it won't look or be priced like any other alternative available right now?





DISRUPTING THINKING

A Compilation of All Exercises



BENEFITS What are the benefits we deliver to customers currently? What's a completely different set of benefits we can deliver, and how will we do it?

MARKETING MIX Which one or two elements of our marketing mix provide the most leverage (meaning the opportunity to change them and subsequently move the entire market)? What would we do if those were the only marketing mix elements we used?

VALUE How (and what) could we do if we entered our customers' value streams two or three steps earlier than we do now?

GO TO MARKET Where can we select just one part of what we do and go to market without anything else that we currently do?

SIZE STRUCTURE SCOPE What best describes our organization's size, structure, and scope? What are the opposites of those descriptors? How can we start behaving like the complete-

opposite-of-us company we just described?

CORE FUNCTIONS AND PROCESS What would it look like if we... Completely eliminated a core function of what we do? Performed a core process completely differently? Did one thing at exceptional levels and cut back on other core functions?

SUCCESS FACTORS What would we do if we eliminated all these success factors from our brand to double or triple our size and value?

INDUSTRY What can we scavenge from things we've tried that have never made it to market to create a brand new offering to disrupt our own industry?

TAKING RISKS What markets could we enter where we have absolutely NOTHING to lose from breaking things? How can we create a start-up that has so few resources attached that we can continually take bet-the-company risks?

MARKET ENTRY What elements characterize our market segment? What other markets have one or two of these elements? Which ones can we pick for market entry at a rock-bottom price?

START-UP POSSIBILITIES Where would we start a completely new business in some other market?

NEW MARKETS Where can we take what we do to a new market where it will look dramatically different? How will we deliver extraordinary value for new customers with it?

EXPECTATIONS Where could we challenge expectations by introducing what we do today as a viable solution in a market where it won't look or be priced like any other alternative available right now?

Are you ready to get started exploring innovation?

If you want helpful, results-oriented input on how you're thinking about approaching your organization's innovation strategy, let's schedule a FREE, 30-minute consultation call. You'll walk away with a stronger sense of which next steps make the most sense for your organization.

Visit <http://info.brainzooming.com/lets-talk-innovation> and we'll reach out to you to schedule your call!

Get started and request
your free call!



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Catalyzing Your
Innovative Success.

www.Brainzooming.com
816-509-5320 info@brainzooming.com