



Disruptive Innovation

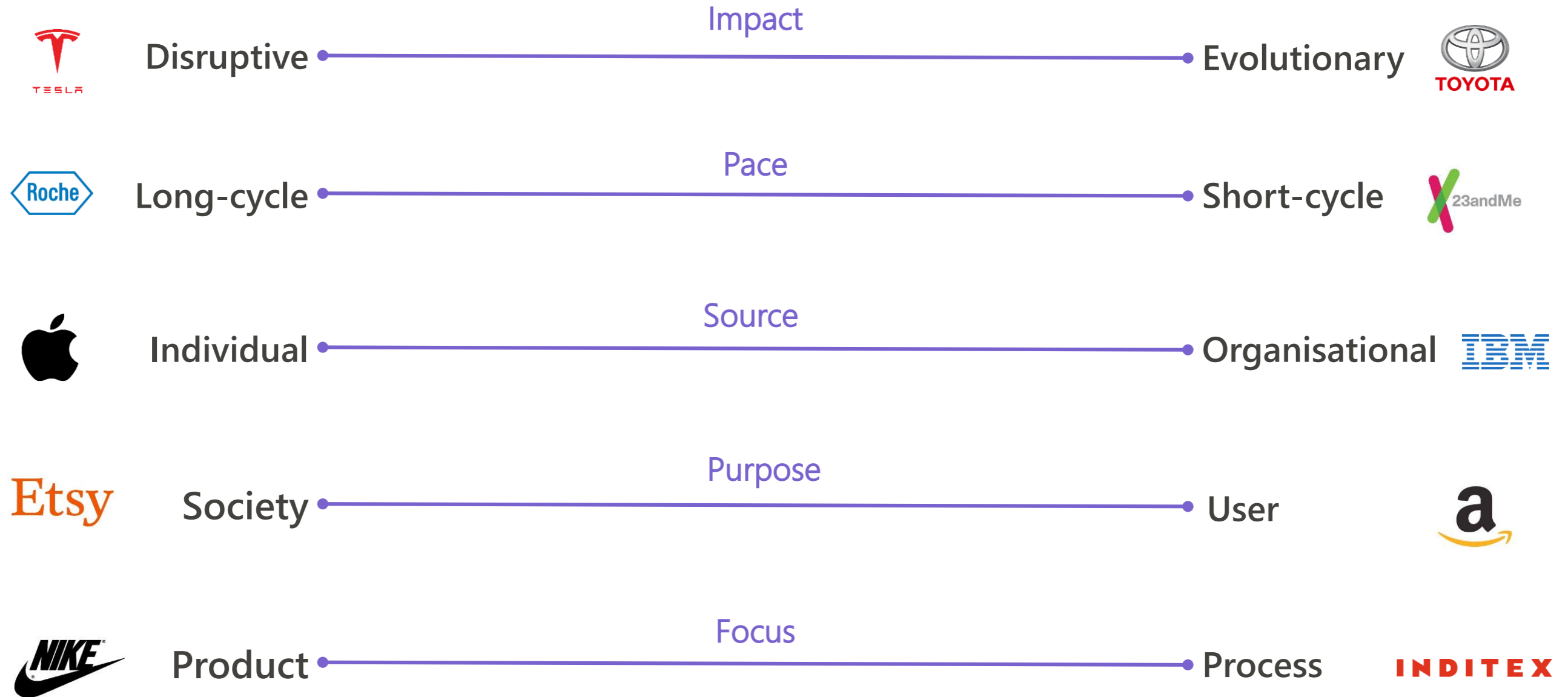
Pressing the “Self-Disrupt” Button

Lessons from the front lines

Chris Blundell
February 2019

BRUNSWICK

The five dimensions of innovative organisations

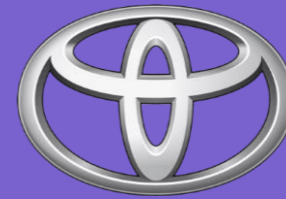


*Brunswick's
Five Faces of
Innovation*

Revolutionaries



Continuous Improvers



VOLVO

ExxonMobil

P&G

Social Agents



WARBY PARKER



Enablers

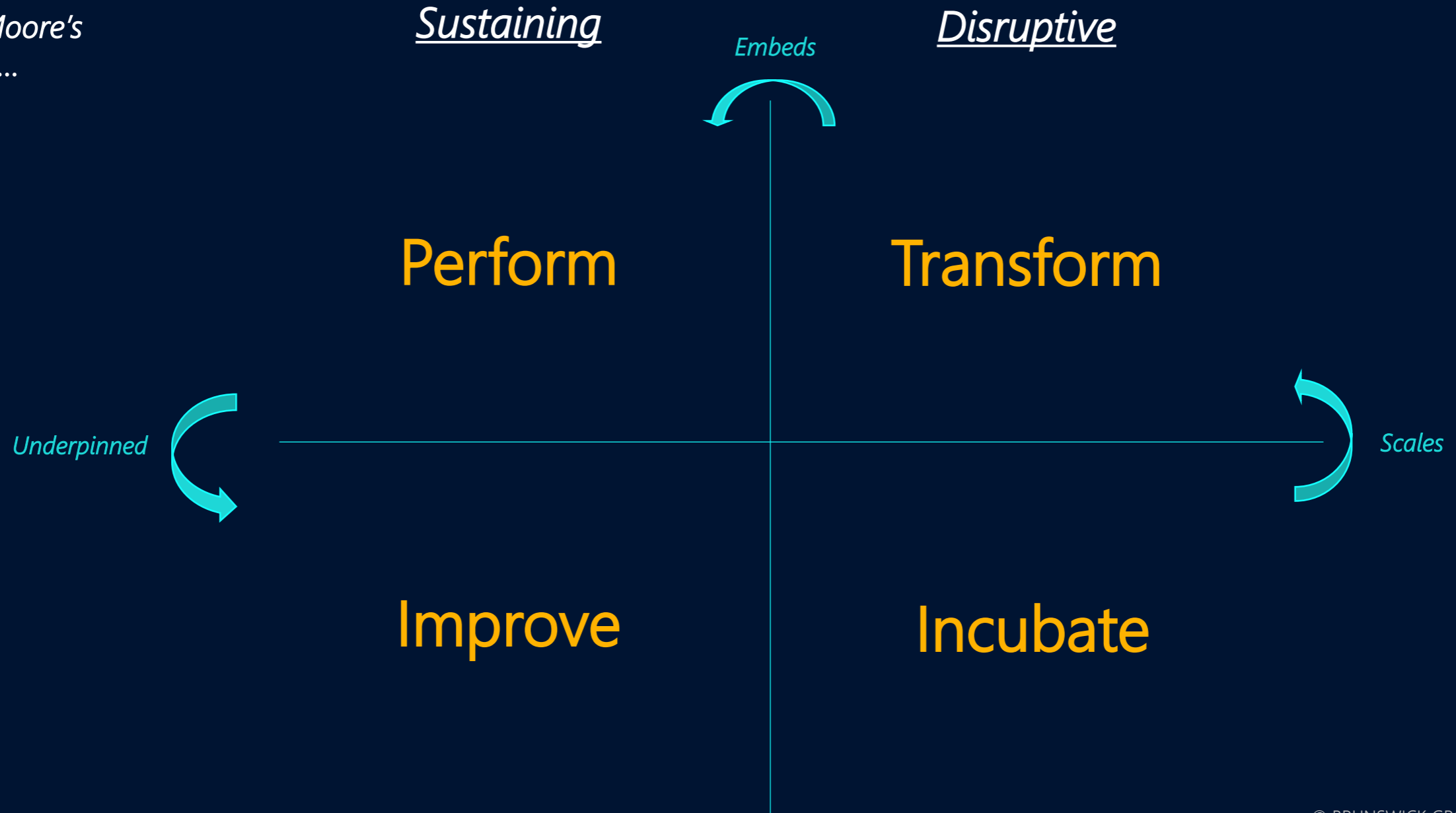


Inventors



Zoning your innovation story

Geoffrey Moore's
four zones...



Let's discuss...

Miguel Arias, Open Innovation Director, Telefonica

Miguel Quiroga, CEO, Visible

Tom Puthiyamadam, Digital Services Director, PwC

Peter Wurtenberger, CEO, Upday



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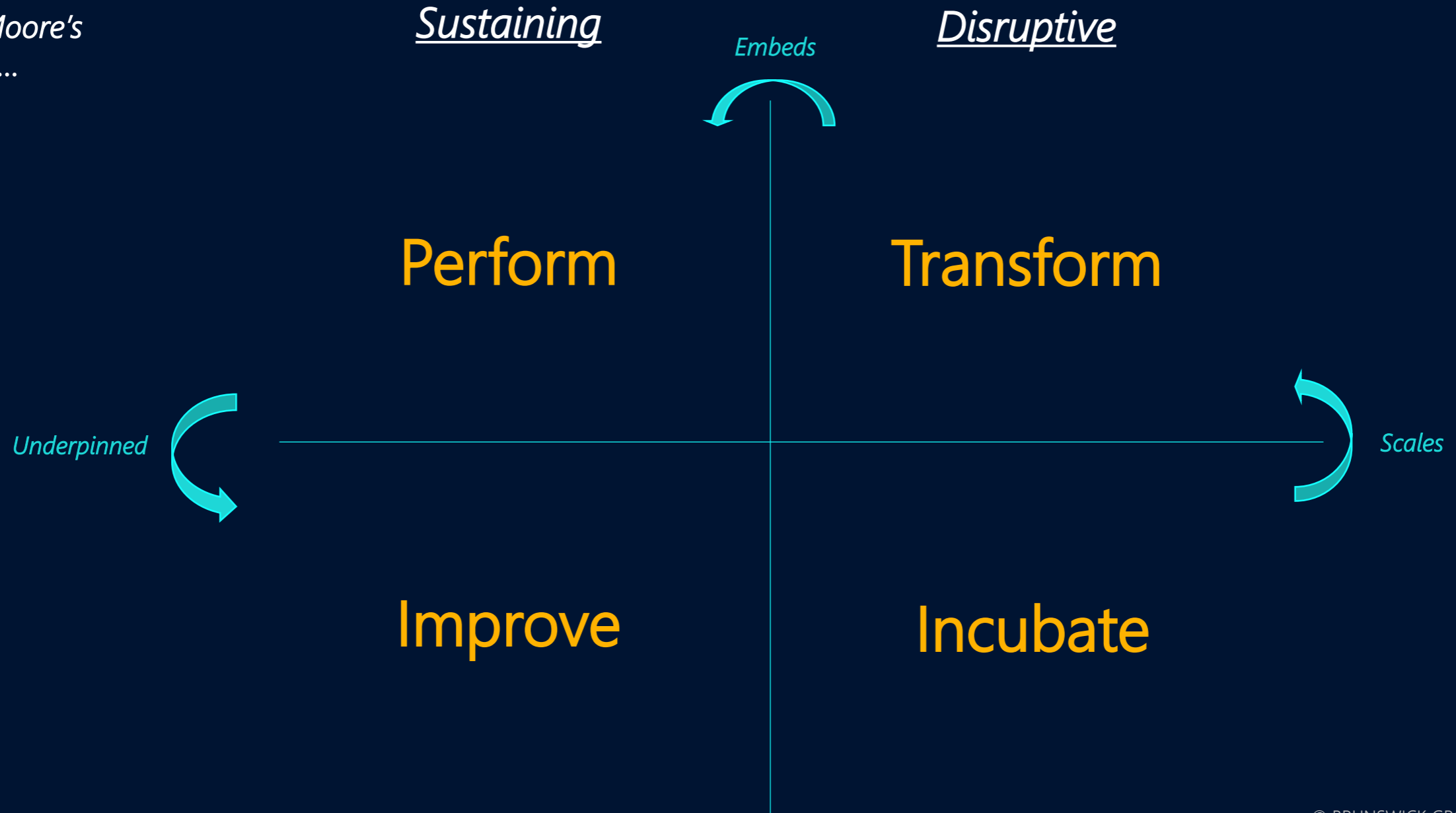
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