

Create Marketplace Disruption: Winning Through Growth

Adam Hartung

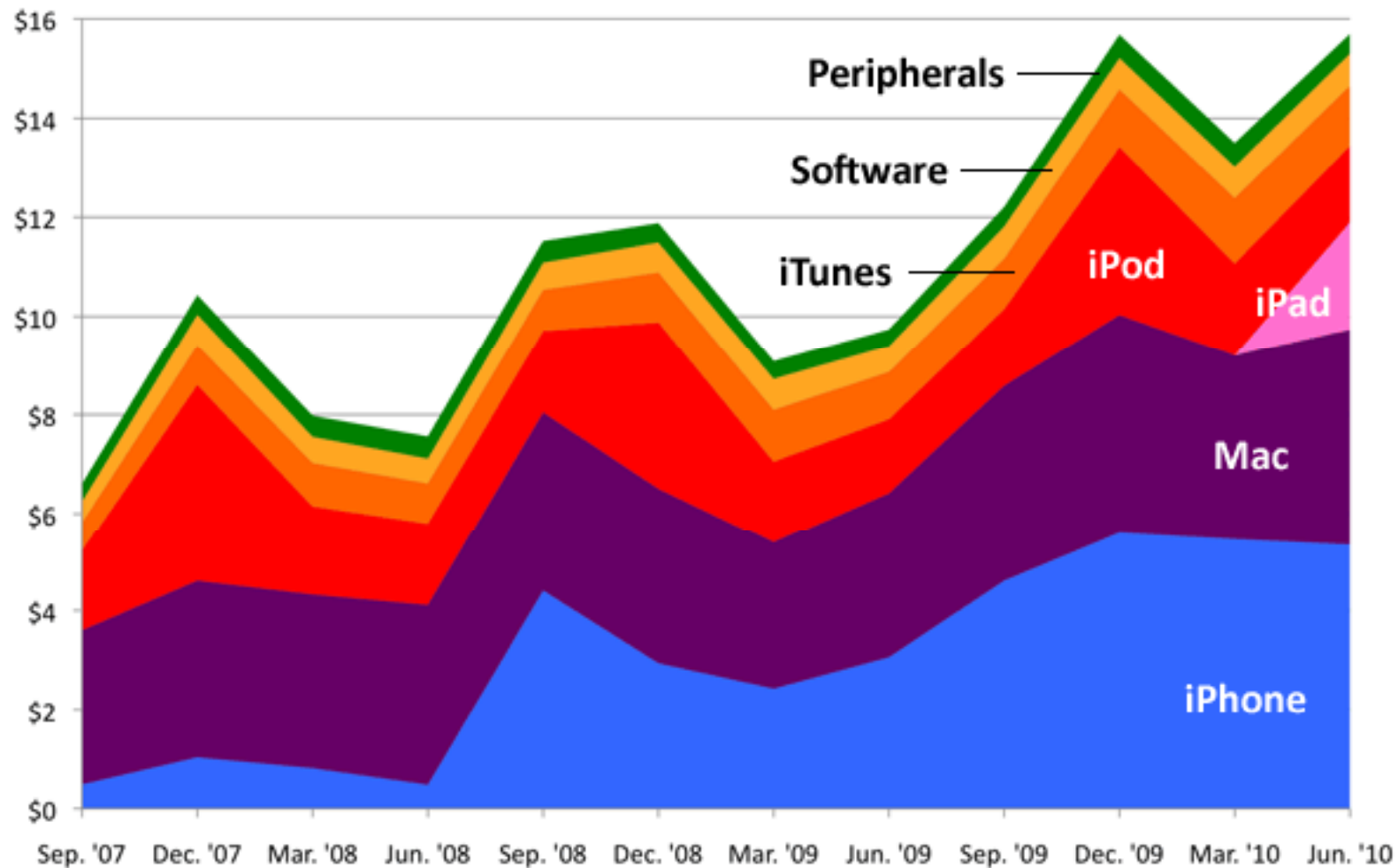
Not Everyone is Struggling in this Economy

Silicon Alley Insider

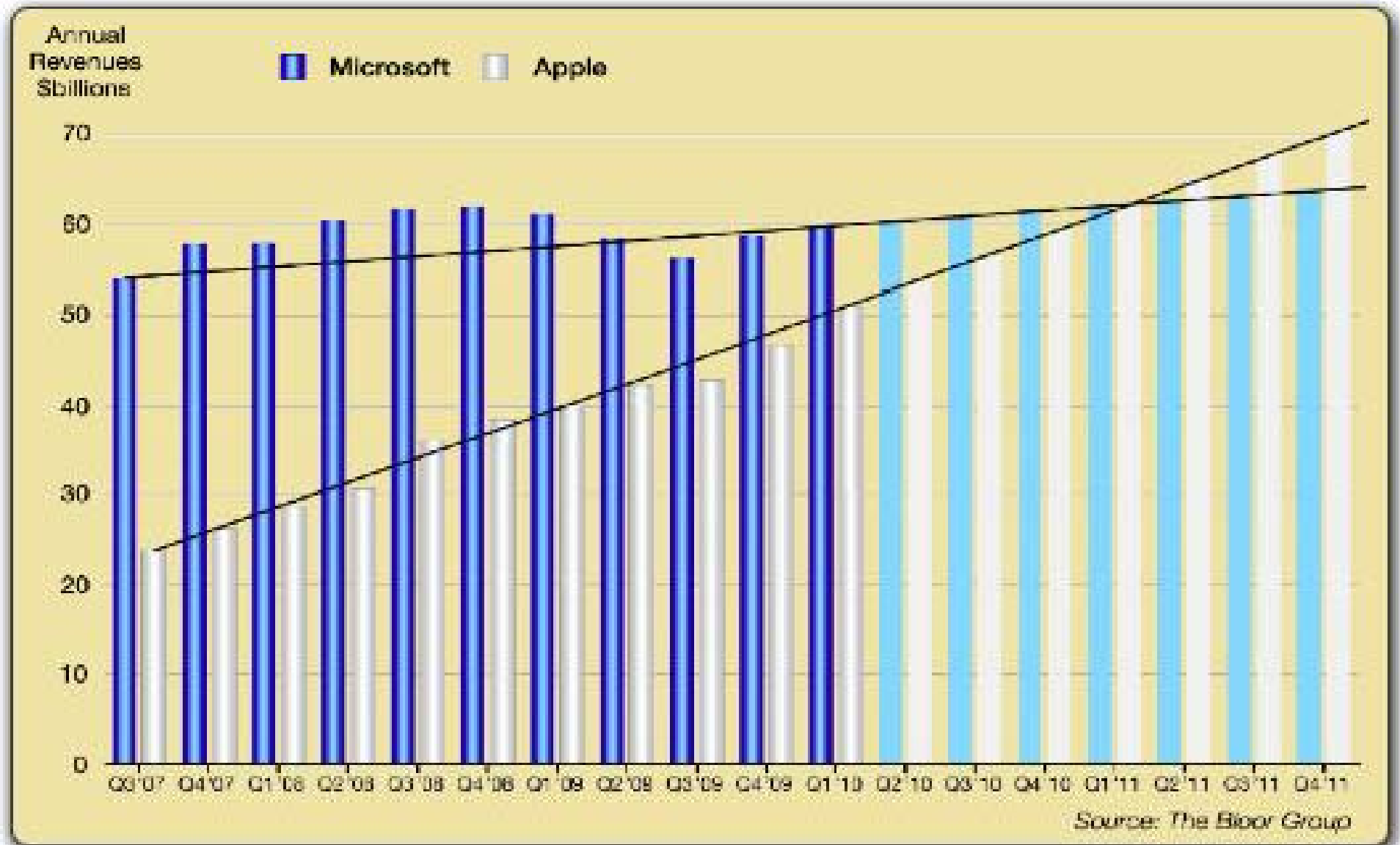


Chart of the Day

Apple Revenue By Segment (Billions of Dollars)



New Products in New Markets Propels Growth



Growth Increases Market Value

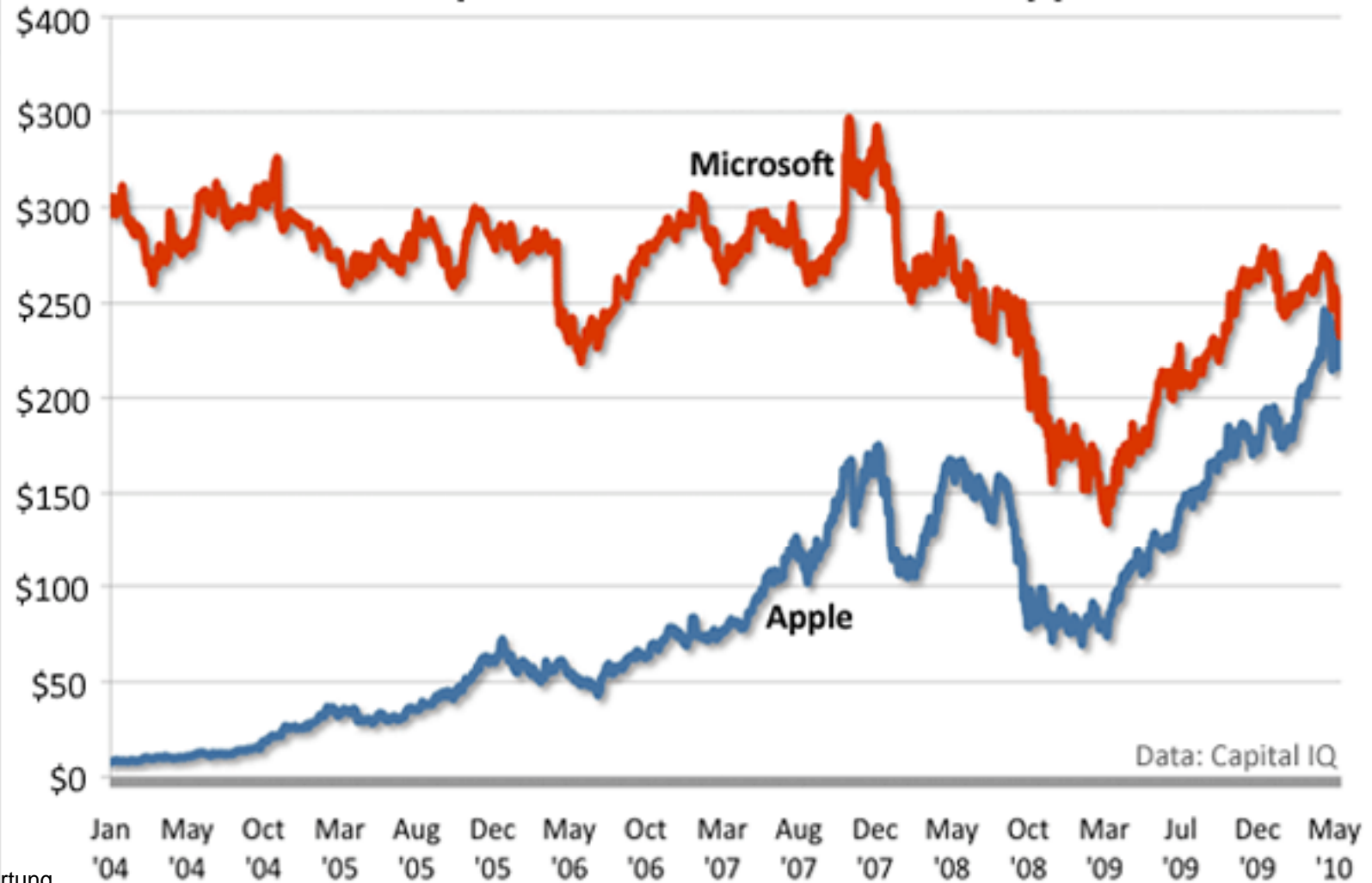
Silicon Alley Insider



Chart of the Day

In Billions

Market Capitalization: Microsoft Vs. Apple



The true secret to success might surprise you.



Core



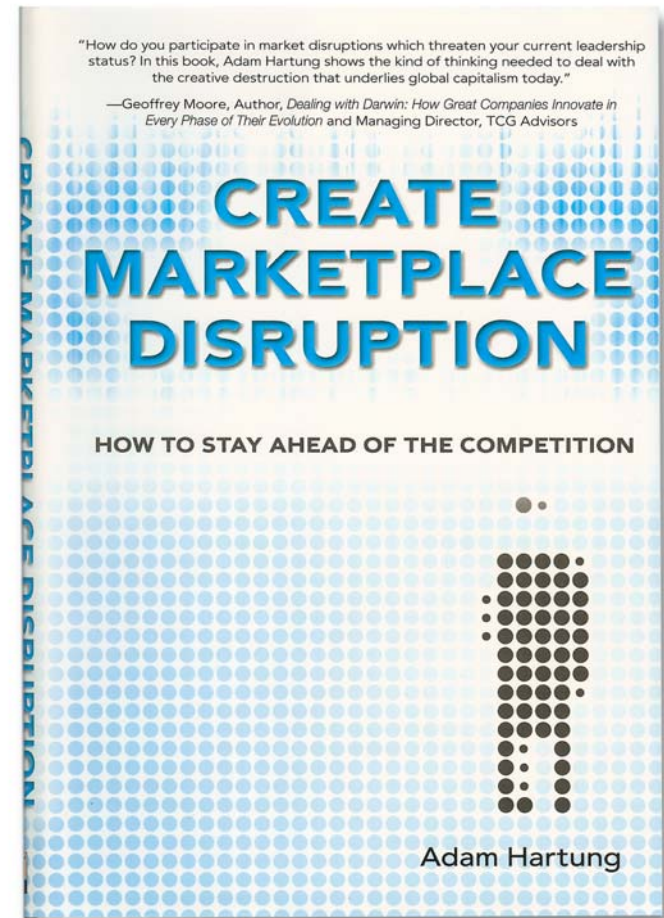
Focus



Leadership



Overcoming Lock-in



Long ago...



Innovation created change

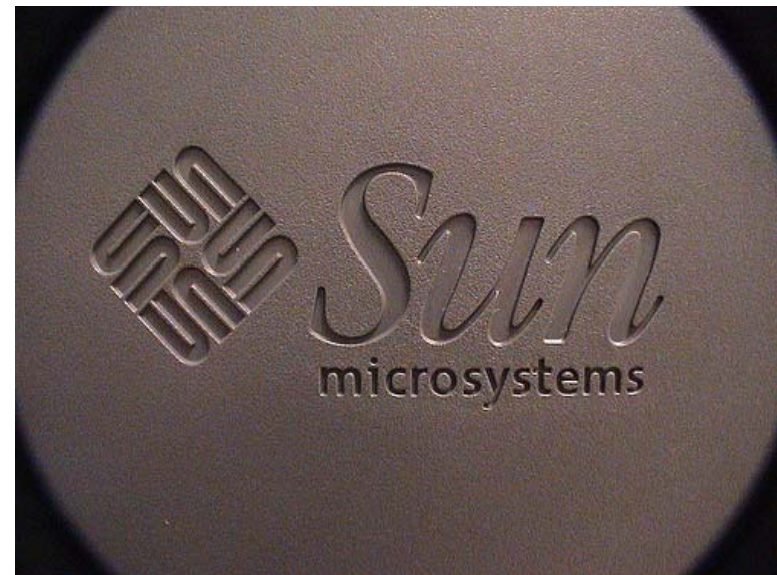


Kodak 120film

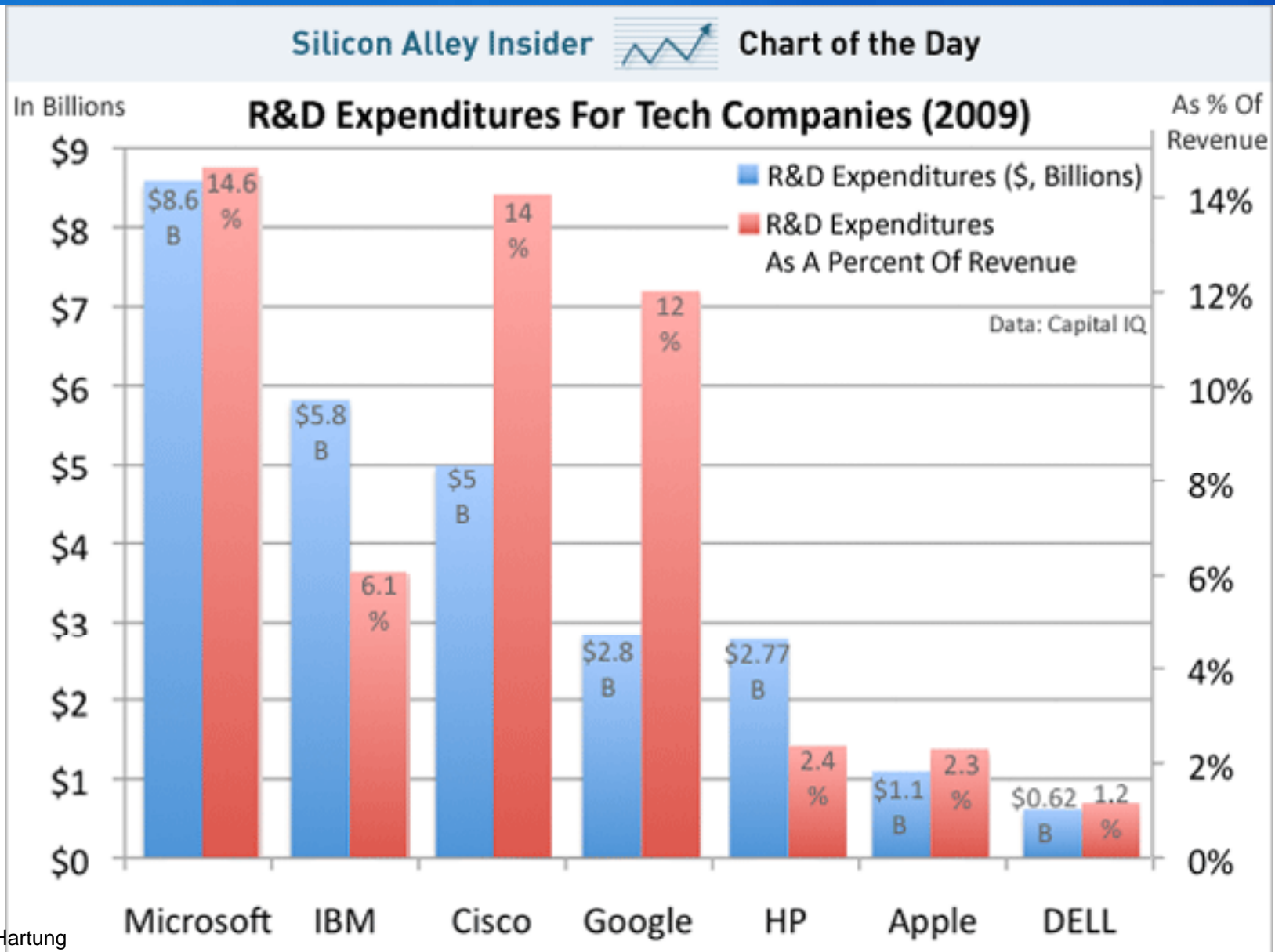
Yet the change agent didn't follow the market



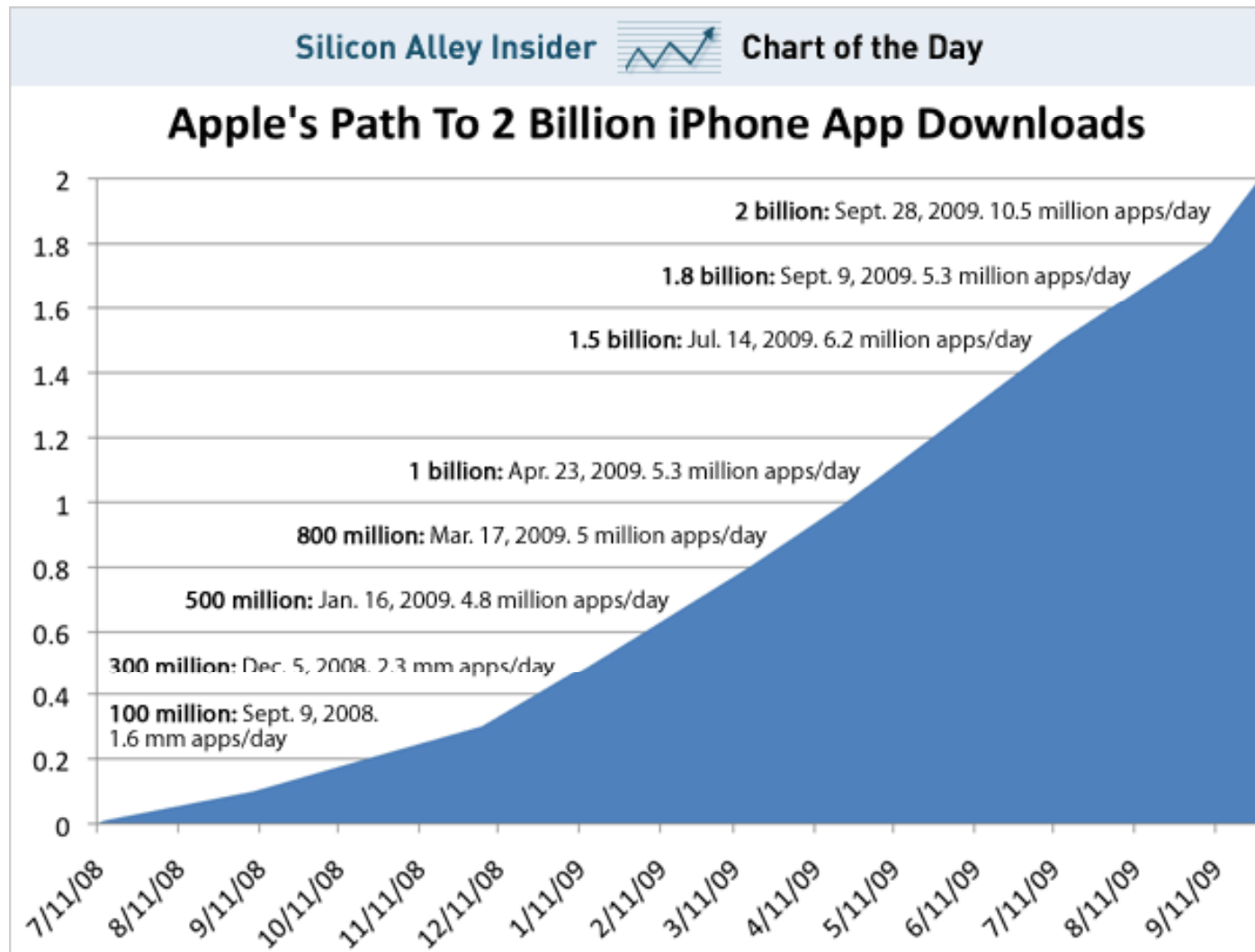
Things keep changing



Doing more of what you know often does not pay off



The basis of competition is shifting all around us



Success comes from somewhat surprising practices



Be future-oriented.



Obsess about competitors.



Disrupt yourself.



Create and maintain white space.

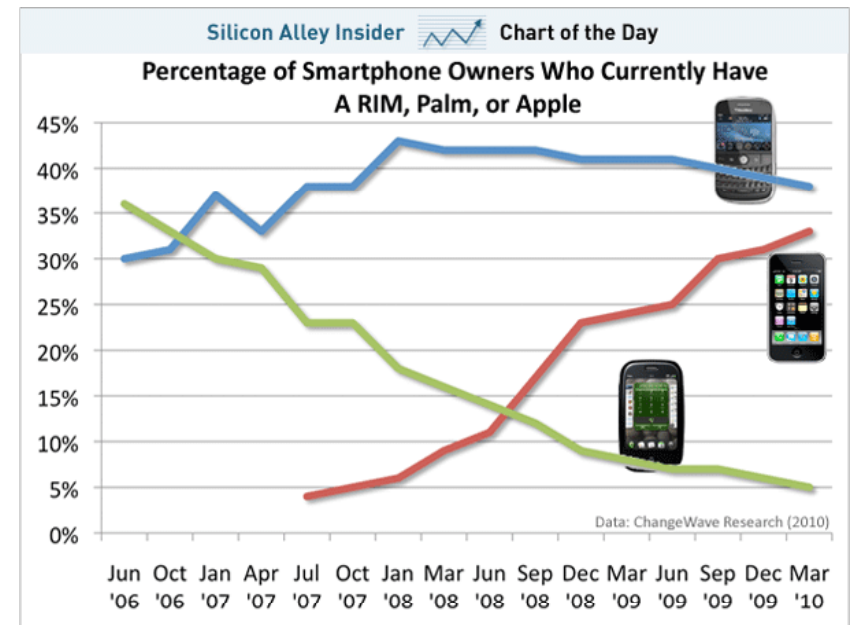
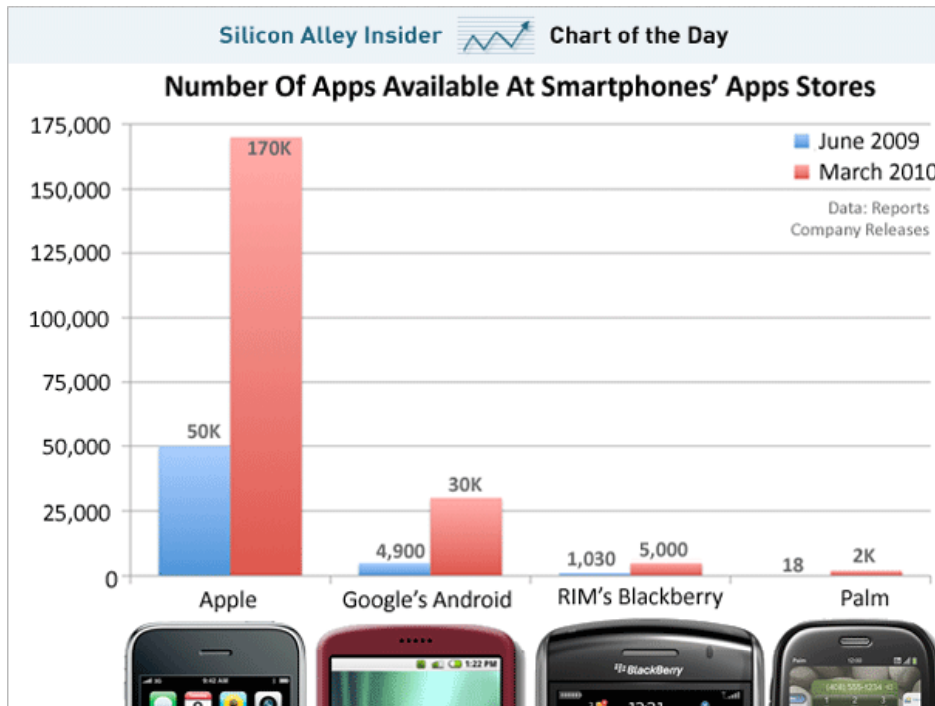
Step 1 - Plan for the future, not from the past



VS



Step 2 – Obsess about competitors, Lock them in



Step 2 - Obsess about fringe competitors

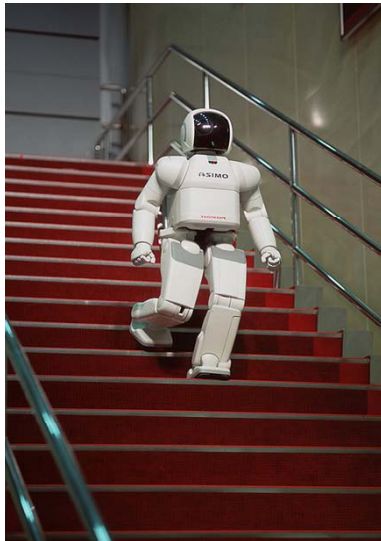
Chicago Tribune

VS.



Google™

Step 3 - Utilize disruption to change thinking



Step 4 – Use *White Space* to grow



Overcoming Lock-in to the past is the key to success



Plan for the future, not from the past.



Focus on competitors.



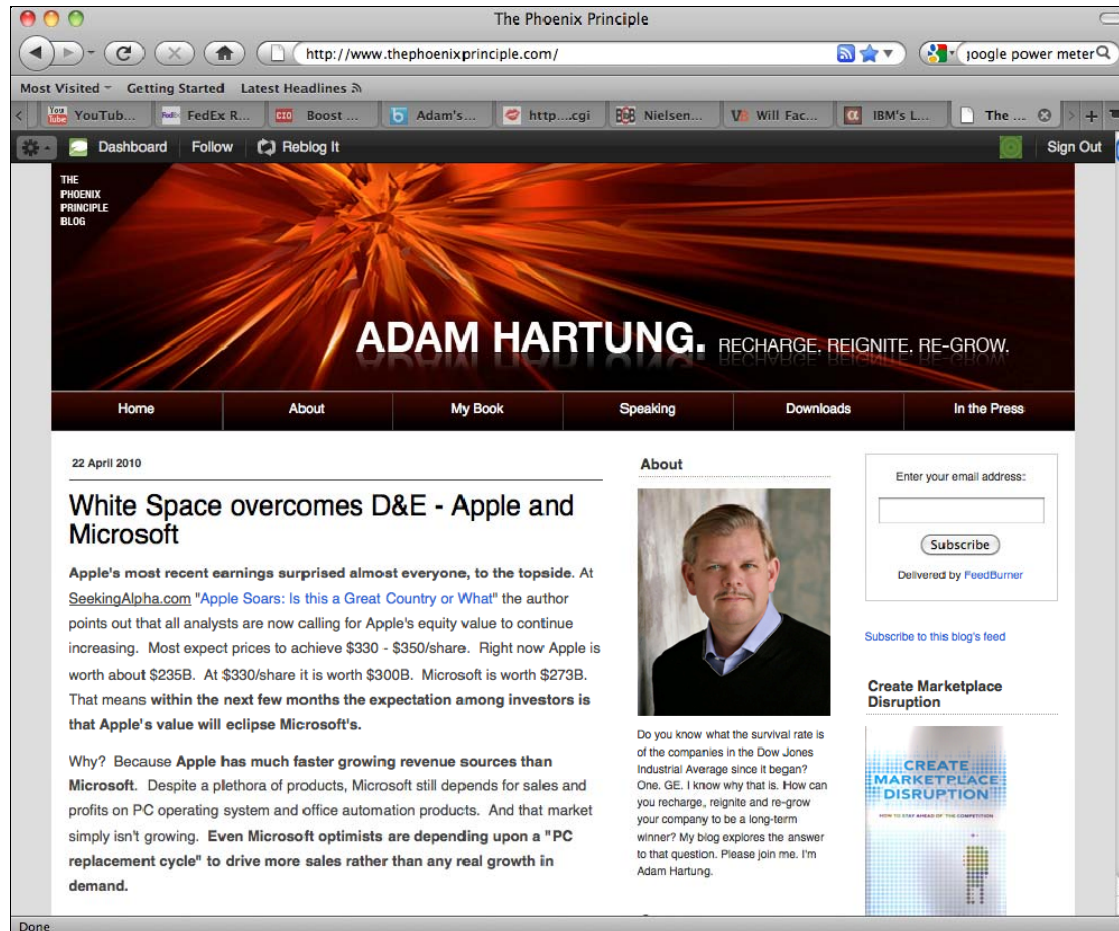
Be disruptive.



Use White Space to innovate.



Contact Information



Keynote Speaker
On-line Workshop
Mgmt. Workshops

847.726.8465

www.adamhartung.com
adam@sparkpartners.com