Disruptive Innovation

Innovation and Green Business

CLAYTON CHRISTENSEN INSTITUTE for DISRUPTIVE INNOVATION

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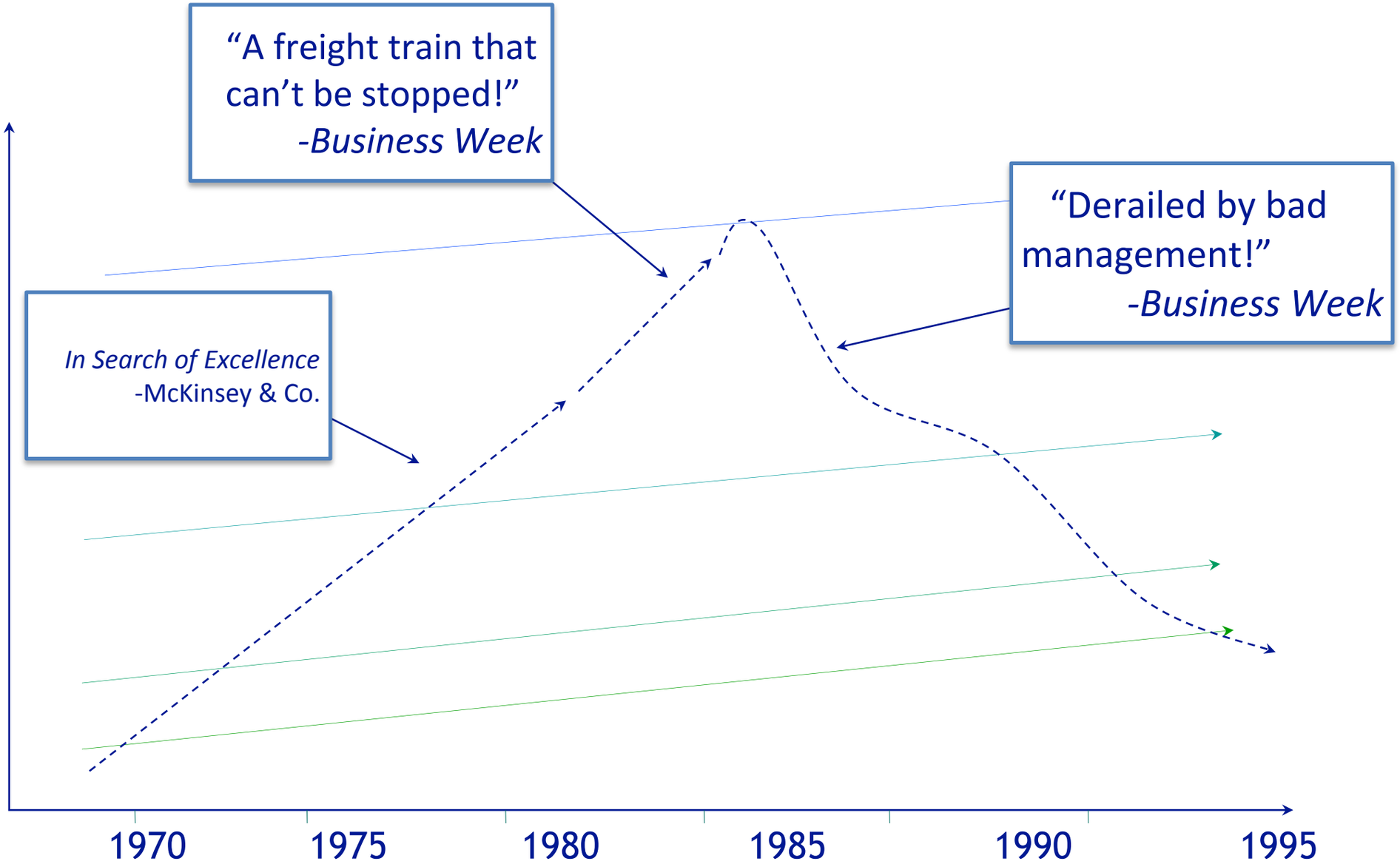
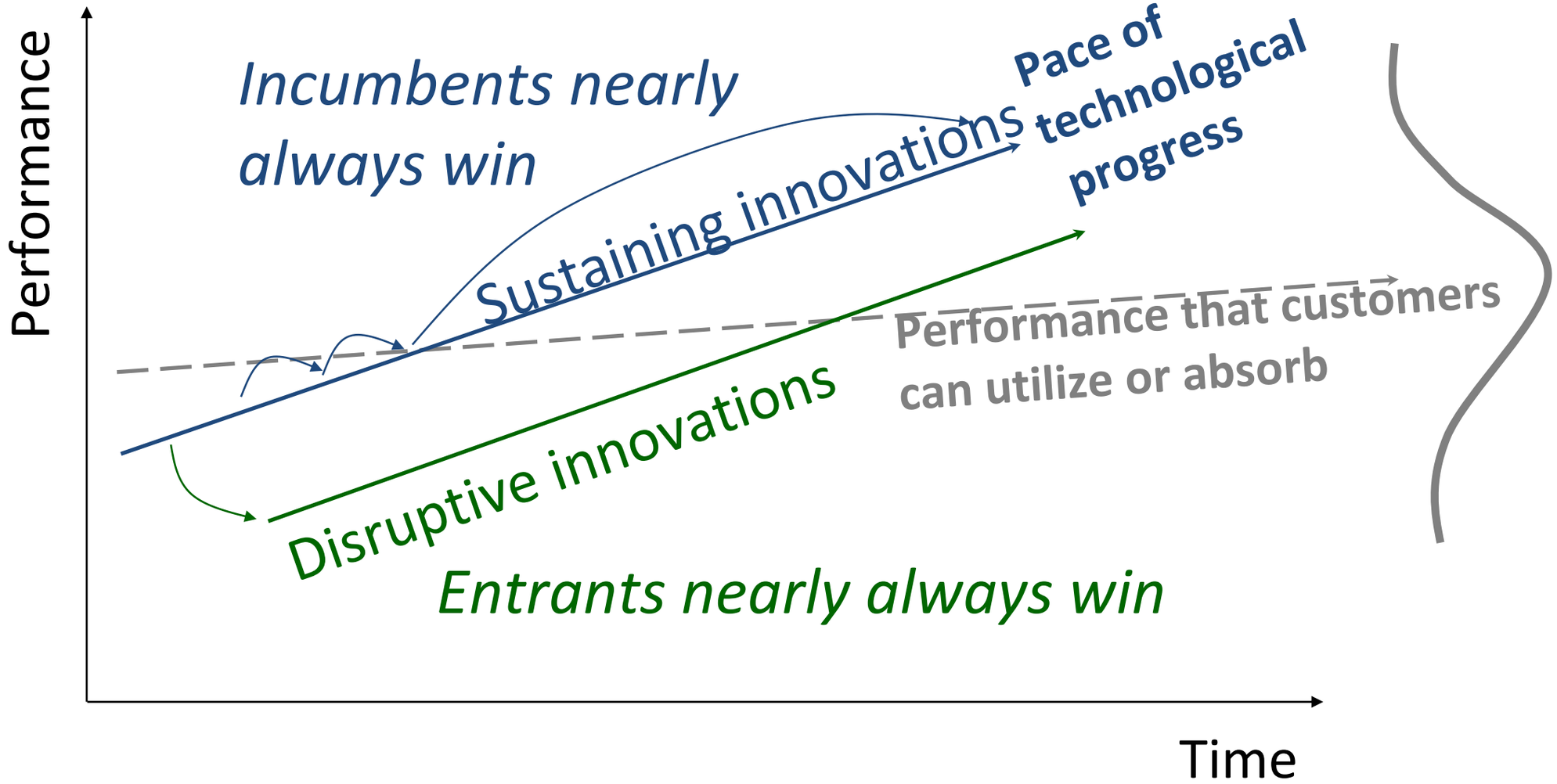
A theory is worth 80 points of IQ.

When Great Firms Fail to Innovate

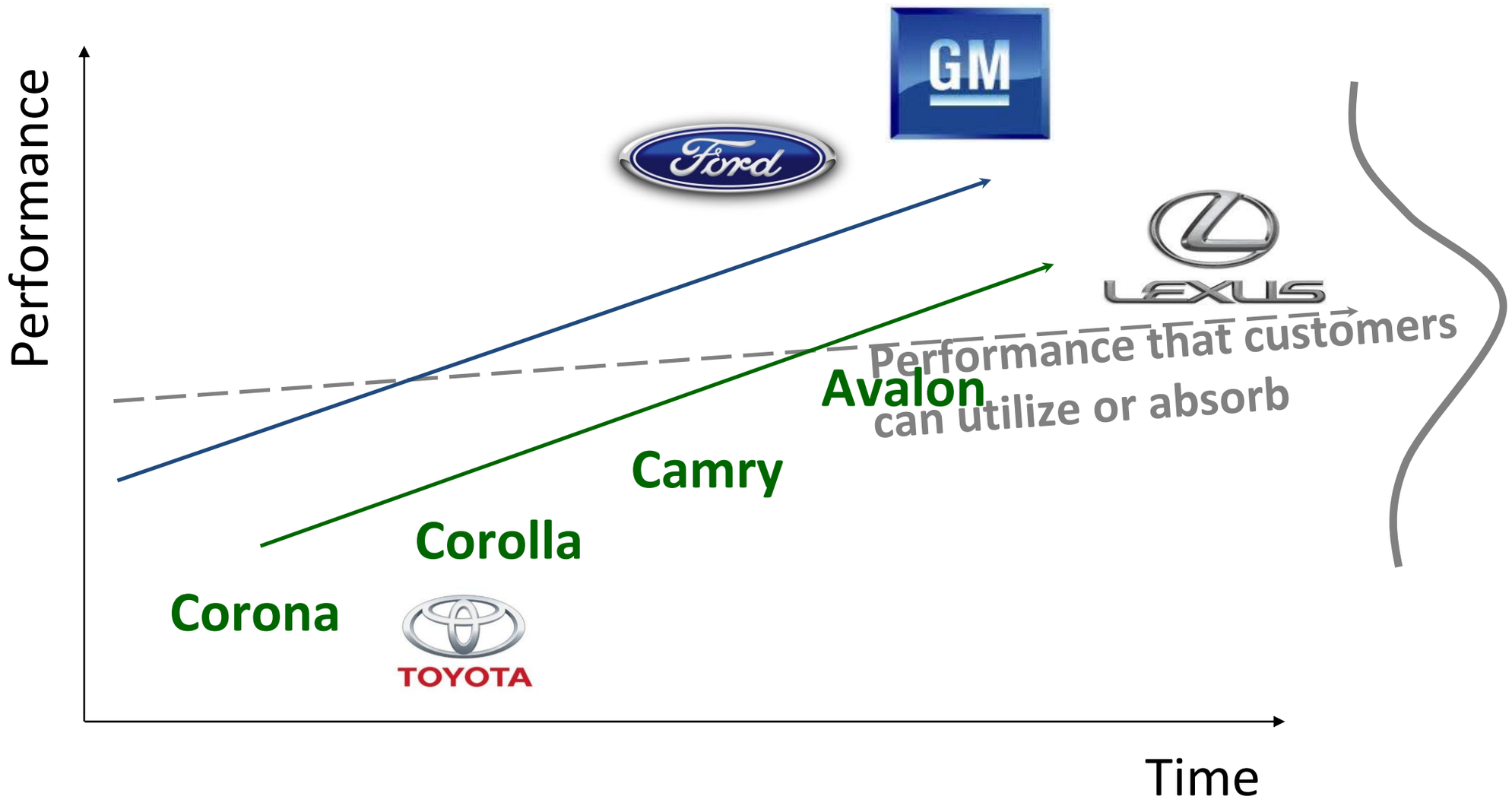
Digital Equipment Corporation (DEC)



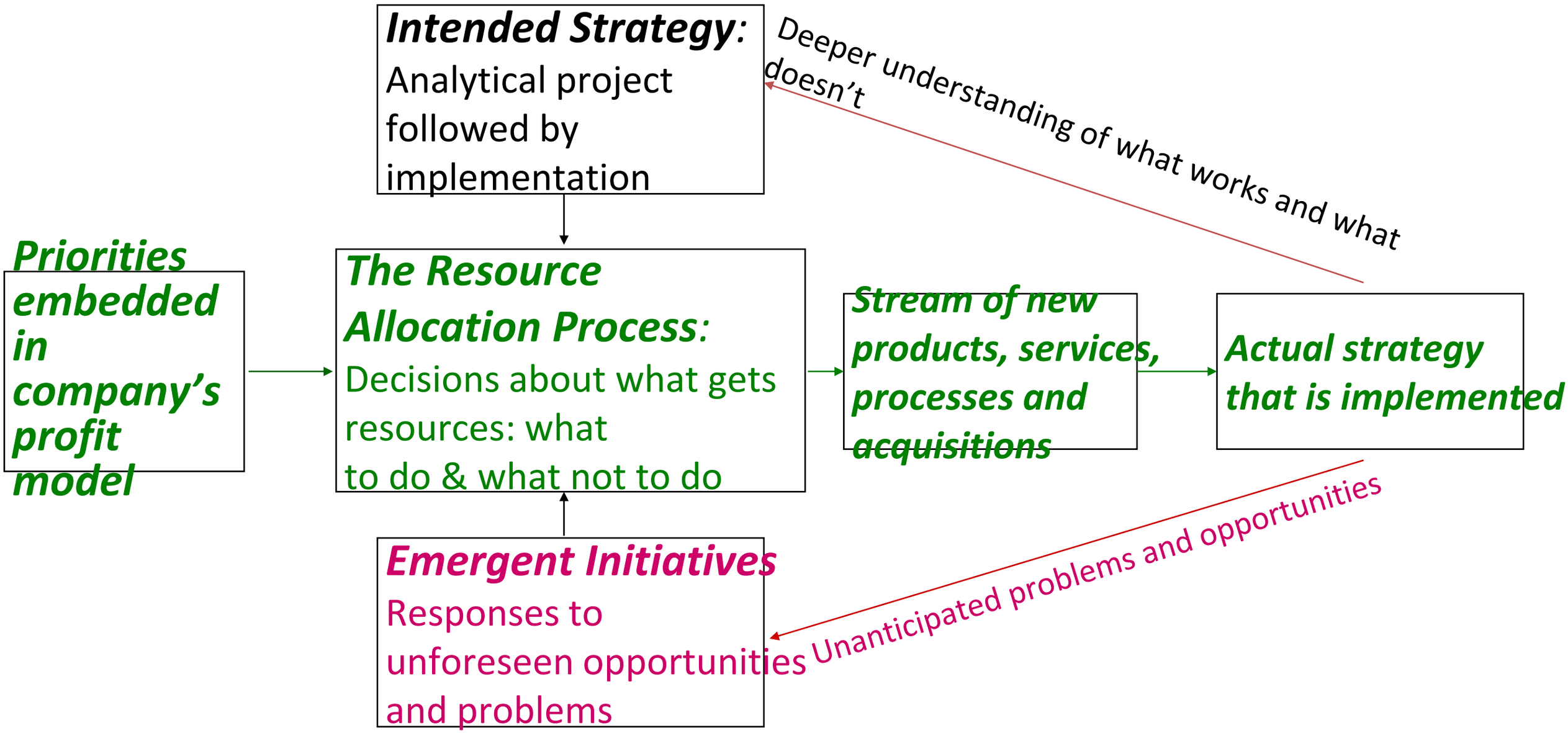
Disruptive Innovation



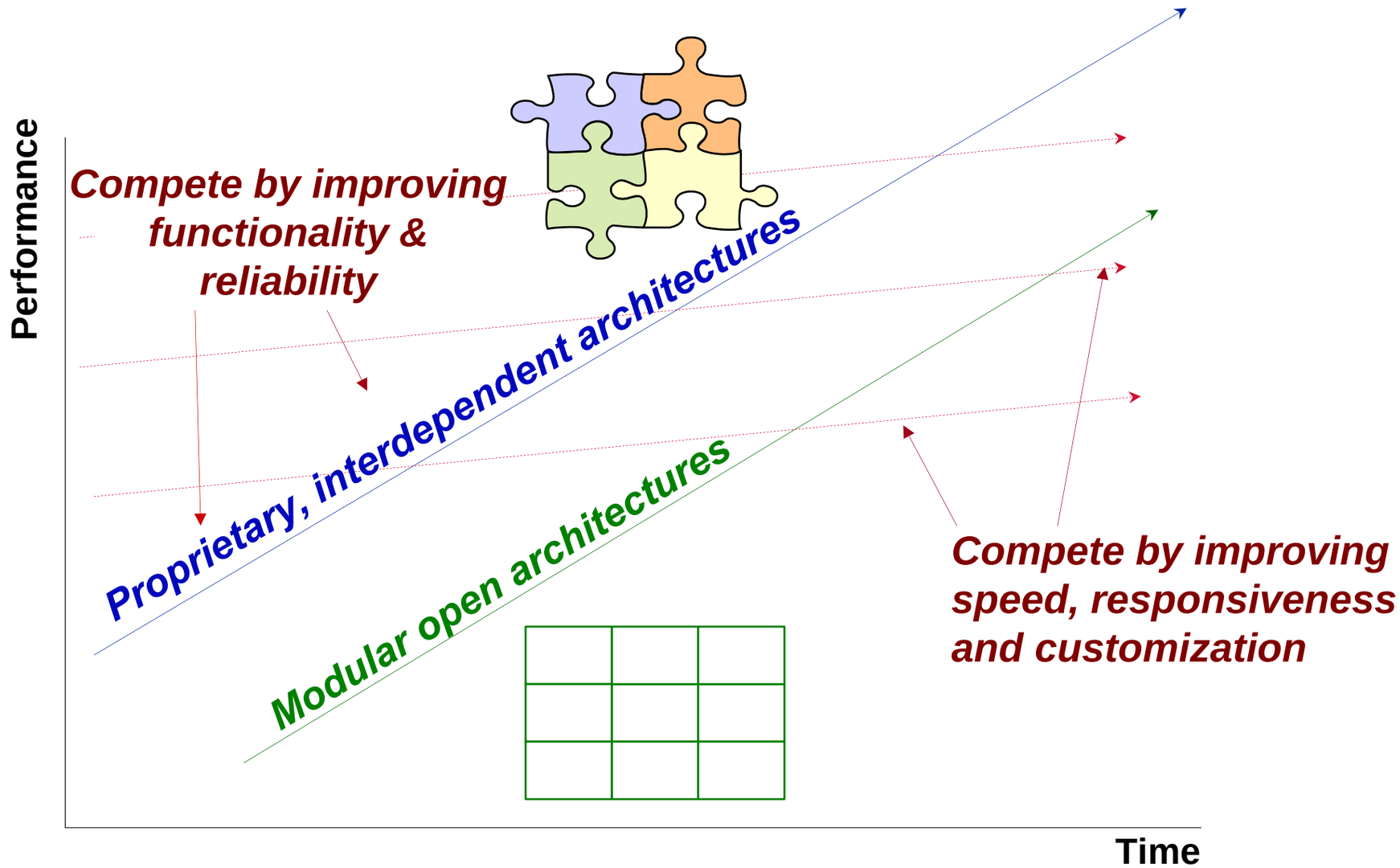
Driving for Growth



Processes of Strategy Formulation and Implementatio



Should we integrate or modularize?



What is a business model, and how is it built?

THE VALUE PROPOSITION:

A product that helps customers do more effectively, conveniently & affordably a job they've been trying to do

RESOURCES:

People, technology, products, facilities, equipment, brands, and cash that are required to deliver this value proposition to the targeted customers

***PROFIT FORMULA*:**

Assets & fixed cost structure, and the margins & velocity required to cover them

***PROCESSES*:**

Ways of working together to address recurrent tasks in a consistent way: training, development, manufacturing, budgeting, planning, etc.

Discovery-Driven Planning is a better way to manage the flow of projects through the development funnel

DisruptiveInnovation.org

- Read Clay's Welcome (and mine, too)
- See a timeline of and read about additions and refinements to disruptive innovation theory
- Read and discuss latest work from researchers both inside and outside the Institute
- Read standard definitions of key concepts
- Ask a question
- Submit an anomaly