

Disruption: Are You Ready? Are Your Clients Ready?

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Leadership Practicum
September 30, 2019**



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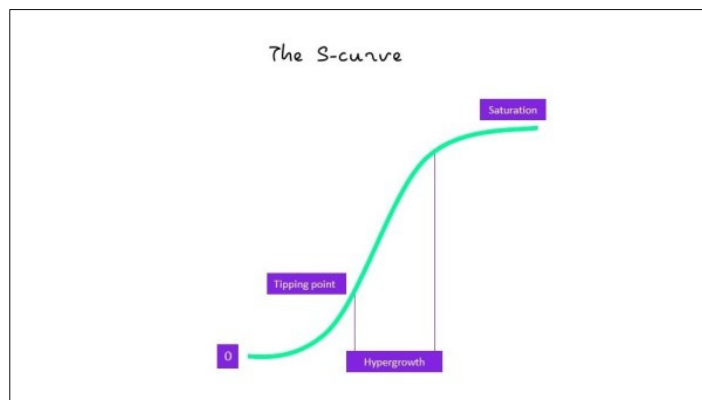
Today's Agenda

1. How to use the S-curve to understand and explain disruptive innovation.
2. How to disrupt yourself (before someone else disrupts you).
3. How to employ principles of disruption in your coaching practice.



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The S-Curve



Source: lincolore.com



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Disruptive Innovation: A Classic Case



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The Re-Wired Group

What is a Job-To-be-Done?

The premise is simple: customers don't just buy products
They "hire" them to do a job.

"People don't want to buy a quarter-inch drill..."


The SOLUTION (WHAT)



Product Language – Features & Benefits

JTBD Method

"...they want a quarter-inch hole!"





The JOB (WHY)

Job Language – Outcomes & Value

Theodore Levitt
Harvard Business School

October 28th 2013 at www.BusinessofSoftware.org



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What is the job to be done?



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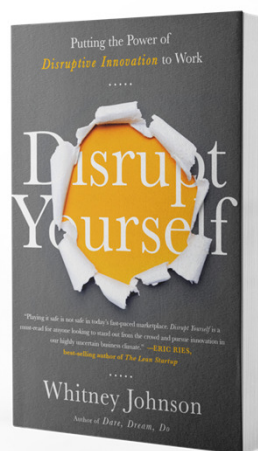
**Think about
your work:**

***What is the
job to be
done?***



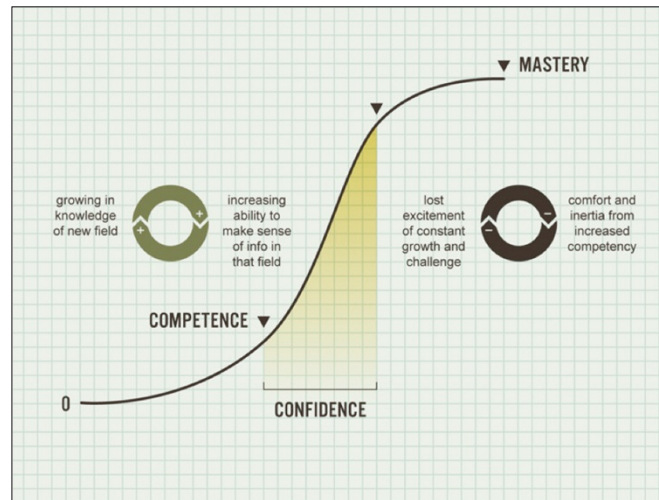
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A must read!



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The S-Curve of Learning



Source: whitneyjohnson.com



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7 Steps to Personal Disruption

- 1. Take the right risks.**
- 2. Play to your distinctive strengths.**
- 3. Embrace constant constraints.**
- 4. Battle entitlement.**
- 5. Step back to grow.**
- 6. Give failure its due.**
- 7. Be discovery driven.**

--Whitney Johnson, *Disrupt Yourself*



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***How could you
employ principles
of disruption in
your coaching
practice?***



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