

# DISRUPTIVE THINKING

## WHAT IS IT ABOUT?

Disruptive innovations shape the future of industries. All too often, people seek to develop their ideas for new ventures around incremental changes to existing business propositions. But it is the most unexpected ideas that draw the least competitors – and offer the greatest potential.

In order to develop a compelling business proposition that will create sustainable competitive advantage, you need to radically challenge the business models which dominate a sector. To do this you need to challenge the ‘way things are currently done’.



## WHAT WILL YOU LEARN?

- Apply disruptive thinking techniques in the shaping and development of new ventures
- Craft your disruptive hypothesis and discover your best disruptive opportunities
- Efficiently shape your disruptive solution

**THINK THE  
UNTHINKABLE**

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## WHOM IS IT FOR?

Anyone who wants to explore novel ways of thinking about existing products or services

## METHODOLOGY, TOOLS, TECHNIQUES TAUGHT

- Disruptive Thinking: “A way of thinking that surprises the market again and again with exciting unexpected solutions. A way of thinking that produces an unconventional strategy that leaves competitors scrabbling to catch up. A way of thinking that turns consumer expectations upside down and takes an industry into its next generation” (Luke Williams – Disrupt)

Learning for the curious