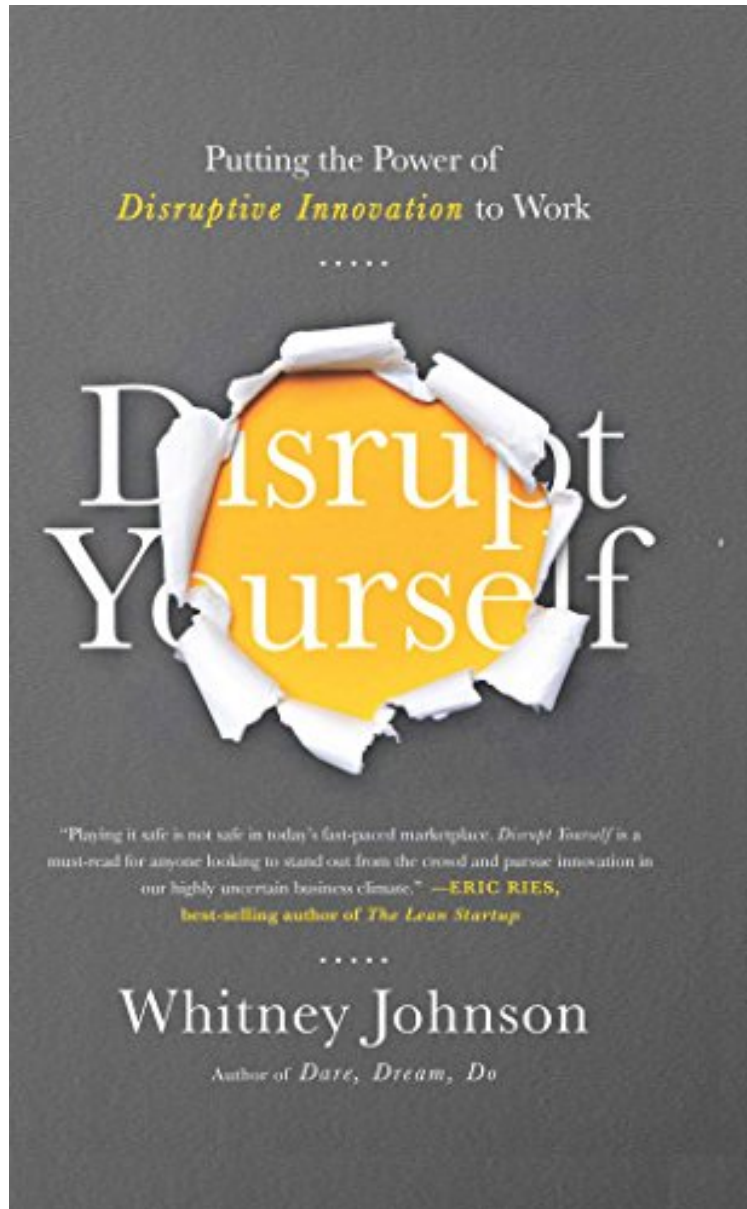


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# Disrupt Yourself: Putting the Power of Disruptive Innovation to Work

Whitney L. Johnson

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Whitney L. Johnson : Disrupt Yourself: Putting the Power of Disruptive Innovation to Work before purchasing it in order to gage whether or not it would be worth my time, and all praised Disrupt Yourself: Putting the Power of Disruptive Innovation to Work:

14 of 14 people found the following review helpful. A fantastic, timely guide to personal growth during the era of digital disruption

By Dave Birckhead  
There has never been a more interesting, exciting time to work in technology-fueled business transformation. The turbo-charged pace of change unlocks tremendous new opportunities. It seems like every day brings a new startup, a new technology, a new way of working, a new innovation. Many industries—;from financial services to publishing—;face massive shifts in their businesses, increased competition, and significant changes in customer behavior and expectations. The scale and pace of the change is without precedent. Much has been written about this digital disruption and the business strategies and tactics to address it. But, what of the associated human dimension and sometimes the human cost? Whitney Johnson's new book, *Disrupt Yourself*, couldn't be better timed to address this urgent question. For so many of us, the pace of change can seem simultaneously exhilarating and overwhelming. In response, Whitney lends her wise, insightful voice to illustrate how disruptive innovation frameworks can be applied to our own particular lives and careers. Thriving during this time of change also means pushing ourselves out of comfort zones and accelerating lifelong learning. Among the ideas and advice Whitney shares in the book, two in particular resonated with me the most: Resist entitlement. As we grow in our careers and accumulate achievements, many of us develop a sense that we are entitled to success and associated rewards. After years of effort, the school we attended, the degree we earned, the certifications we achieved, the promotions gained, the titles and raises awarded can accumulate to give us the sense that we deserve something more from life. And, that actually works against our learning and development. Due to the scale and pace of change, those who succeed in the digital and social era will be those who make ongoing learning a priority, and resisting any sense of entitlement—;staying humble and grateful—;supports that quest. *Disrupt Yourself* before disrupting others. For those leading innovation and change efforts in established companies, starting new businesses, or consulting to help firms with digital transformation, Whitney reminds us that change begins with each of us, at a personal level. Similar to "the buck stops here," we now must think in terms of "the change starts here." We must first change ourselves in order to help others and our organizations change. Whitney writes: "Most of us are brimming with the confidence, even competence, to change the world. It is vital that we are also equipped with the humility to understand that changing the world and keeping innovation alive require that we change ourselves." I had the opportunity to read *Disrupt Yourself* over a fall weekend at the beach, a perfect time and place for reading and reflection. As with so much of Whitney's writing and good advice over the years, this book challenged my thinking and reminded me of what's really important as I pursue my own journey of personal disruption. I will be recommending *Disrupt Yourself* to friends, colleagues and clients.

5 of 5 people found the following review helpful. Scaling the steep learning curves successfully

By Renee Hopkins  
First, a disclaimer: I previously worked for a firm co-founded by Clay Christensen, the Harvard Business School professor whose theory of disruptive innovation on which this book is based. However, I'd prefer to think this uniquely qualifies me to evaluate whether in "*Disrupt Yourself*," Johnson has been successful in weaving the threads of Christensen's disruption theory into a fabric that can cover individual growth, both personal and professional, as well as it does business growth. My assessment is: Bravo, Whitney Johnson! It's fun to imagine how successful business theories can be applied to individual careers and personal lives. It's quite another to successfully execute such a feat, and In "*Disrupt Yourself*," Johnson has managed it beautifully. "*Disrupt Yourself*" is a lovely book -- not dry, not academic, not self-help-book fluff. It is blessedly logical, and offers readers smart, actionable information. It's inspirational, but not mere inspiration. The inspiration this book provides sits atop a solid foundation. And really, how could you NOT trust a self-improvement book that includes a chapter on how and why to avoid feeling entitled?! Johnson grounds "*Disrupt Yourself*" in the framework of the famous S curve often used to describe disruptive growth in business. After establishing how the S curve works in business, Johnson places the rest of the book carefully on that framework. She identifies seven variables that can affect the speed at which businesses and individuals move along their own S curves. She delves into situations in which one or more of these seven variables cause businesses and individuals to stall along the way -- or worse, reach the top, level part of the 'S', then fall right off. Throughout, Johnson's thoughtful and intelligent tone tells readers she knows what she's talking about. She talks frankly of the hard work it takes to tackle one steep learning curve after another, as is necessary when following the path of self-disruption. She offers examples of her own self-disruptive journey, as well as examples from both businesses and individuals. She talks about the difficult, but rewarding work of climbing up steep learning curves. "*Disrupt Yourself*" is a smart guidebook on why it's important to disrupt yourself, and a worthy guide on how to identify and scale the steep learning curves necessary to do so.

1 of 1 people found the following review helpful. You're being disrupted. There's no choice. Now there's a map!

By Ali M. Shapiro  
Eight years ago I left my corporate life to disrupt myself. I didn't know that is what I was doing and geez, I wish I had this book to lay out the map of what to expect. It would have made what I was experiencing more enjoyable rather than disorienting. However, as Whitney points out in this book, the best disruptors never get comfortable. And in each stage of my business, I've had to surrender to the S-curve. Having the language and map to now to know this is what is happening is comforting and encourages you to jump into the (temporary) discomfort of disrupting yourself. It's helped me sleep better at night as I take my business to the next level. While this book is geared towards career, I see the same timeless wisdom applicable to how I coach my clients around their health. My clients

are top performers in their career and the hardest part of changing their diet or prioritizing their health is accepting they need to learn a new "skill-set". The same drive that made them successful in their careers is often what has caused their health to decline. So they are beginners in learning how to prioritize their health amongst their other competing commitments. But once you get the hang of this mindset, you realize you can have both! And that's why I love Johnson's focus on making sure you're measuring the right metrics. Because if you want change to stick, you have to understand you'll be measuring/focusing on new metrics. This is huge in a world that thinks "busy" is a badge of honor. Action isn't always productive. Given most people in today's age are living in a disrupted world view than the previous generation (i.e. the Corporate world is no longer the "safe" route or most people don't stay with a company or government organization for their entire careers), this book is applicable to anyone needing a map for resilience and learning how to learn better in any area where they feel stuck or disoriented.

Thinkers50 Management Thinker of 2015 Whitney Johnson wants you to consider this simple, yet powerful, idea: disruptive companies and ideas upend markets by doing something truly different--they see a need, an empty space waiting to be filled, and they dare to create something for which a market may not yet exist. As president and cofounder of Rose Park Advisors' Disruptive Innovation Fund with Clayton Christensen, Johnson used the theory of disruptive innovation to invest in publicly traded stocks and private early-stage companies. In *Disrupt Yourself*, she helps you understand how the frameworks of disruptive innovation can apply to your particular path, whether you are: a self-starter ready to make a disruptive pivot in your business a high-potential individual charting your career trajectory a manager looking to instill innovative thinking amongst your team a leader facing industry changes that make for an uncertain future; We are living in an era of accelerating disruption; no one is immune. Johnson makes the compelling case that managing the S-curve waves of learning and mastery is a requisite skill for the future. If you want to be successful in unexpected ways, follow your own disruptive path. Dare to innovate. Do something astonishing. Disrupt yourself.