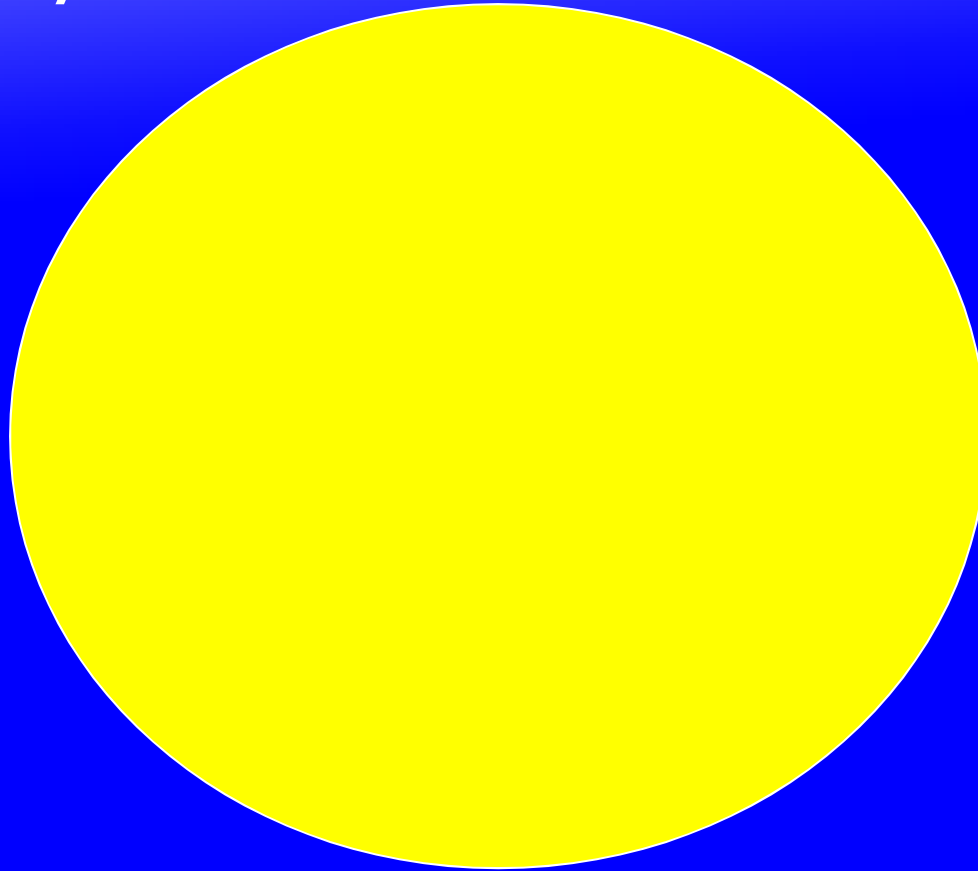


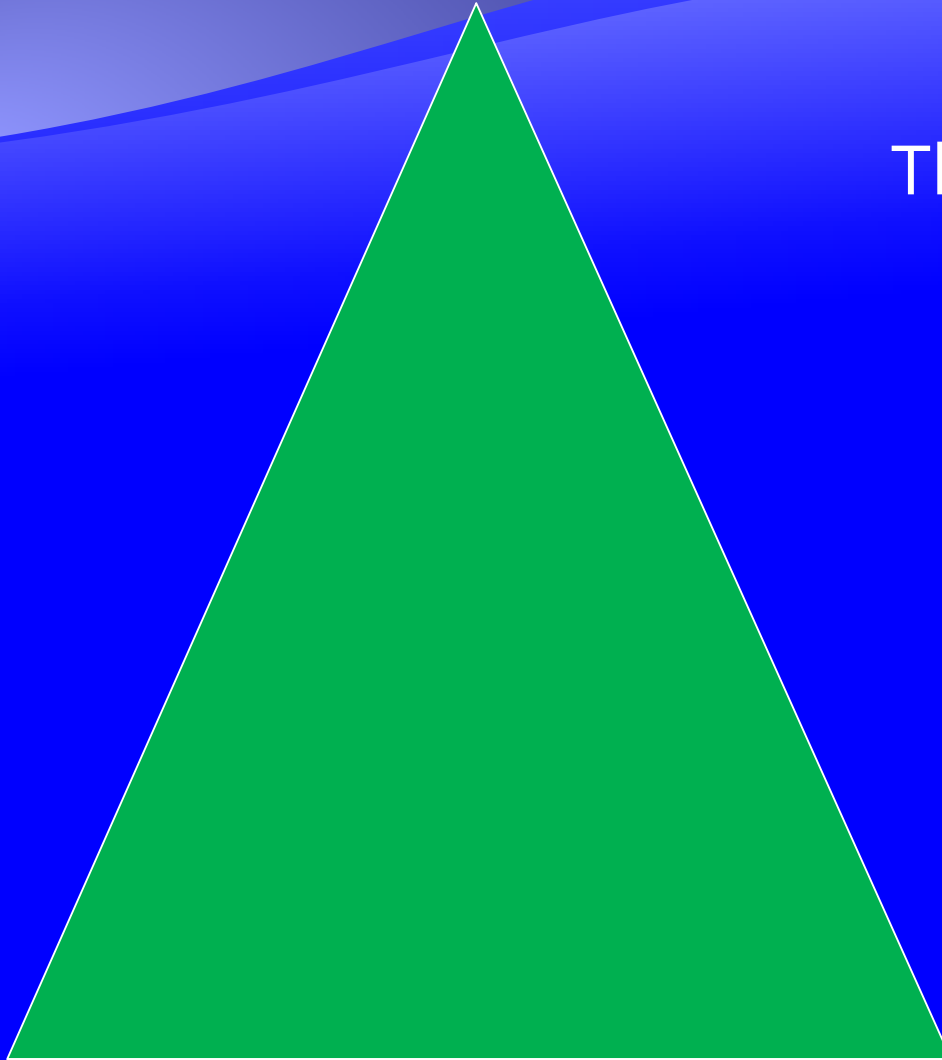
# Disruptive Innovation

## The Current System



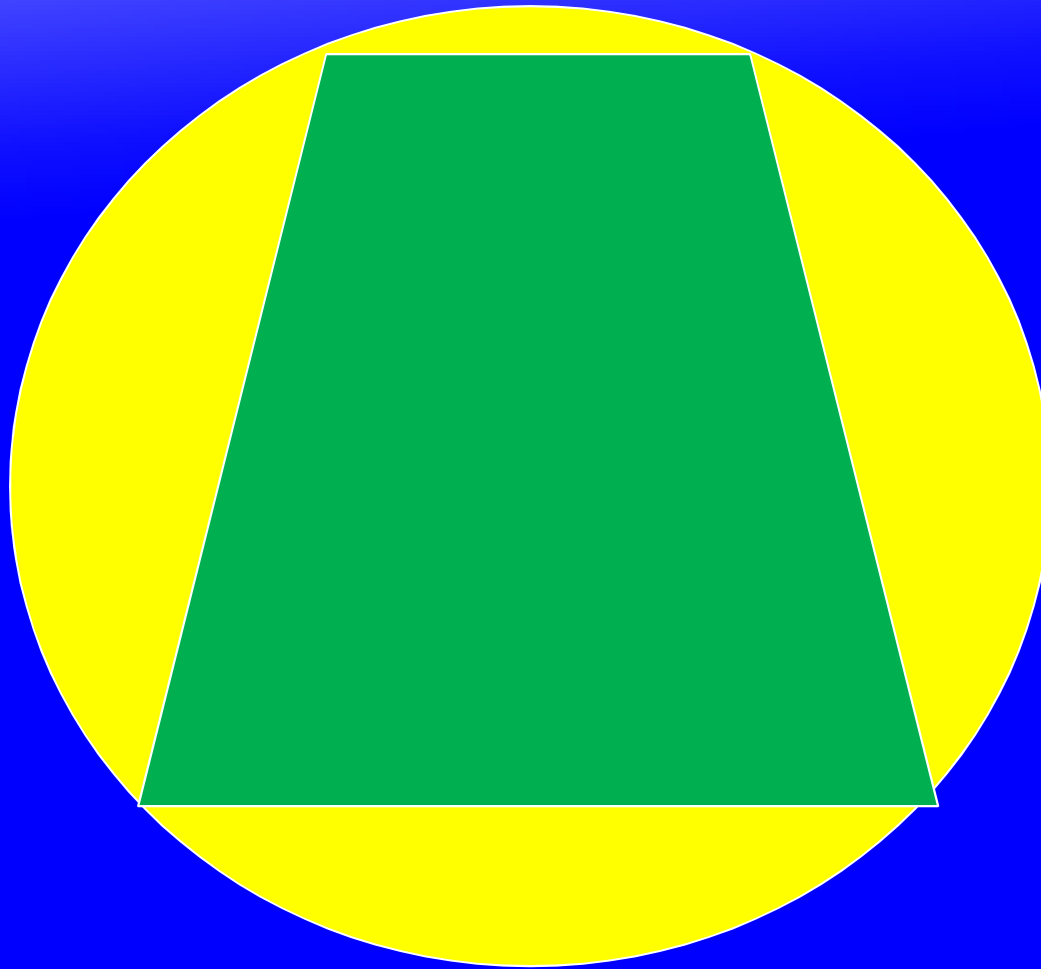
# Disruptive Innovation

The New Idea

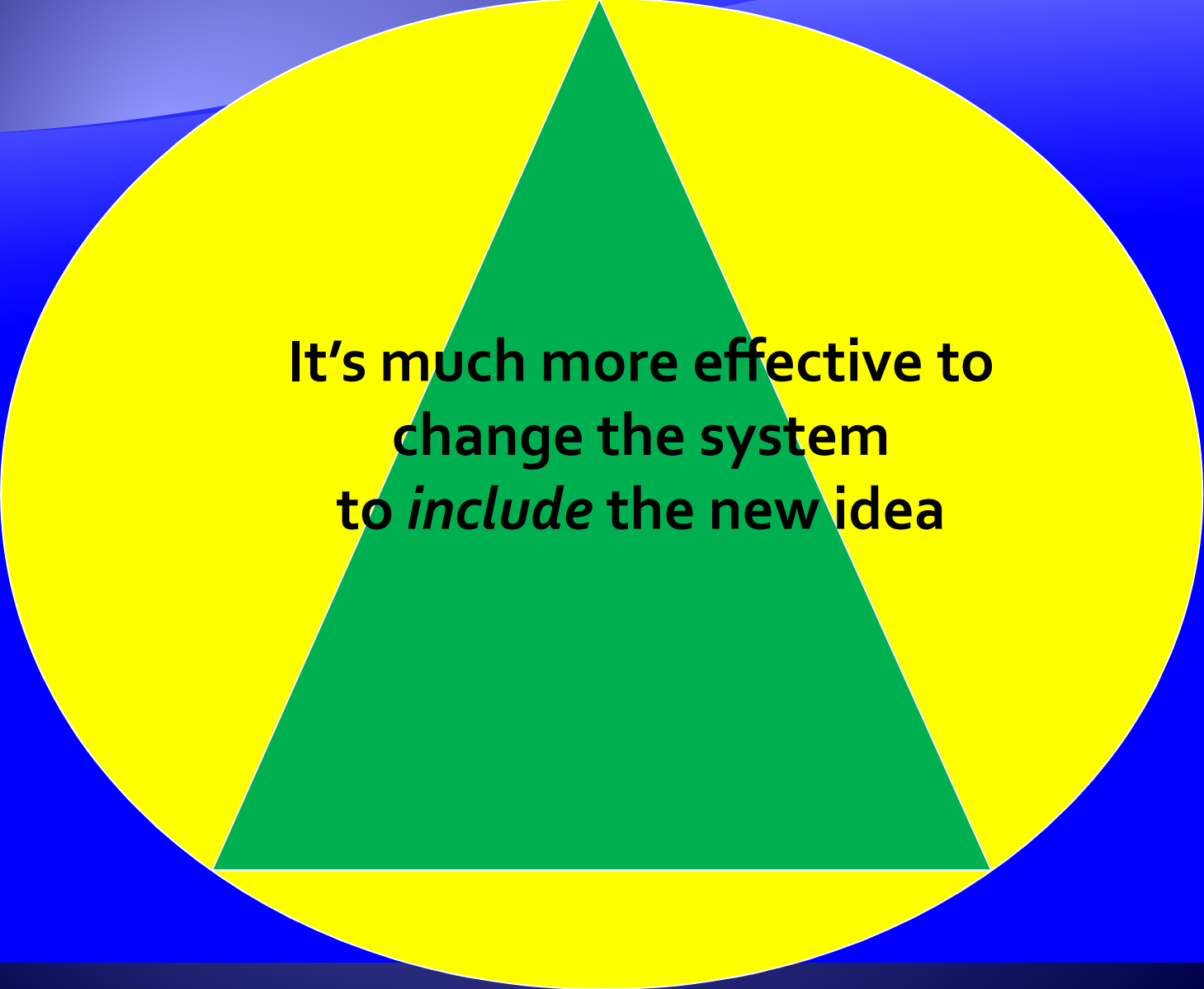


# Disruptive Innovation

Often we  
fit the  
new idea  
into the  
old  
system



# Disruptive Innovation



**It's much more effective to  
change the system  
to *include* the new idea**