

Change is not always linear

There can often be a perception that change is gradual because one instance of a component (e.g. a product) is replaced by another in the same stage of evolution (i.e. a more feature complete product). This illusion of smooth and gradual change lulls us into a false sense of security that all change is such.

Shifts from product to utility tend to demonstrate a punctuated equilibrium

The shift across a boundary e.g. from custom to product or from product to commodity tend to visibly exhibit rapid exponential change and a shift from the past. This is known as a punctuated equilibrium.

Success breeds inertia

Any past success with a component will tend to create resistance to changing that component. There are many different forms of inertia.

Inertia increases the more successful the past model is

The more success we have had with a component then the more resistance and bias we have against it changing.

Inertia can kill an organisation

Contrary to popular belief, it's not a lack of innovation that harmed companies such as Blockbuster and Kodak but instead inertia to change created by past success. Both these companies helped develop the future industries but suffered at the hands of their past business models.