



Unsurprisingly, we are going to have inertia to this change. A significant source of this will be our own past success often represented by our own sales data, our own marketing collateral and our own reward systems. These systems will encourage us to believe that the change won't happen and with good reason. Such product to product substitutions are highly unpredictable. Whilst it is easy to look back in hindsight and describe the success of the iPhone, there was no guarantee that the iPhone would succeed disrupt the existing market. In fact, the guru of disruption Clayton Christensen stated that the iPhone would fail.

But, let us assume we've often experienced such substitutions and we suspect this is happening now to our product. We might have inertia but we understand its source and how to overcome it. For consumers of our product, there will also be some inertia to the change but as