An organization which has undergone a digital disruption and then write a report (1500 words) outlining the changes that have occurred in the organization using a work centered analysis approach.

Executive Summary (100 words)

* Historical Intro
* Overall digital disruption effects
* What kind of digital disruption discussed in the report
* Brief effects

Introduction (300 words)

* What is digital disruption (75)
* Company Introduction (75)
* What kind of digital disruption the company has undergone (75)
* Brief WCA(75)

Discussion (800 words)

* Details WCA Approach based on Appendix A (200)
* Effects and assessments (200)
* Recommendations (200, persuasive)
* Implementation Plan (200, persuasive)

Conclusion (300 Words)

Appendix A

* Comparative WCA Analysis of before and after the event (Table or Diagram)

References

* Harvard Style
* Example:
  + Summers, J. and Smith, B., 2014, Communication Skills Handbook: How to succeed in written and oral communication, 4th, Wiley, Singapore

Collected from Internet:

**NOT NEGATIVE AS IT SEEMS**: it is only a negative force for those who chose to ignore it or try to fight it. Those who embrace it often find that it can benefit their business in various ways, contributing to their success.

the emergence of these new digital products/services/businesses disrupts the current market and causes the need for re-evaluation.

digital disruption is an unstoppable force and to try and fight it is futile.

But what businesses can do is embrace digital disruption, even plan for it. Keeping an eye on the ball and knowing the signs of digital disruption emerging in your industry means you can get ahead of the game and work with the flow rather than against it. Not only does this prevent the wave of digital disruption from washing away your success, it can also lead to further growth and new opportunities for the business.

Digital disruption typically marks changes in consumer needs and therefore working with the tide allows you to fulfil these emerging needs, keeping existing customers happy and opening up opportunities for new customers to find what they need from your brand.

The below video by James McQuivey goes into more detail about how digital disruption impacts brands and how they can work with it to create a stronger, more successful future.

The fear of making the wrong choices leads some companies to strategic paralysis

In other sectors, however, the appearance of new, disruptive players has actually helped the industry. The rise of brokered online vacation rental marketplaces has increased travel among all demographic groups. There are times when new and old models can coexist.

**NETFLIX VS BLOCKBUSTER:** Doubling down on your distinctive strengths not only helps you fight disruption from upstarts, but it also enables you to disrupt an industry on your own terms. That’s exactly what Netflix did. In the late 1990s, the company competed directly with the Blockbuster retail chain. In 2007, when streaming video became viable, Netflix rapidly pivoted to offer that service. It began creating programming of its own a few years later, and it has pioneered the use of artificial intelligence and machine learning to tailor its output to consumer interests. All along, its success has been enabled by a core distinctive strength: the ability to understand what its customers want and do, using in-depth analytics and the behavioral data it captures.

**Blockbuster Video** an American-based provider of home movie and video game rental services through a video rental shop, DVD-by-mail, streaming, video on demand, and cinema theater.[7] Blockbuster expanded internationally throughout the 1990s. At its peak in November 2004, Blockbuster employed 84,300 people worldwide, including about 58,500 in the United States and about 25,800 in other countries, and had 9,094 stores in total, with more than 4,500 of these in the US