How to react properly when technology destroys the position of an established business?

Every business at some point is facing with competition, but competition is not the same that destructive competition. For example these are Japanese car companies that produce small economy cars in contrast to the gluttonous cars from Detroit, these are steel mill miniseries competing with giant metallurgical plants and of course these are all digital capacities that are opposed to the newspaper industry - from blogs and aggregators to social media, etc.

In any case, the operating companies at first believed that the new competitors have a low quality - and they were right. Competitors, initially working at a low level, begin to make money - and then go to the market of expensive goods. For example such was the way how Toyota began to produce Lexus; and the Huffington Post began to receive the Pulitzer Prize.

So what can help existing companies, faced with destruction? There are two ideas in the work of Klay. First, concentrate on the tasks for which your customers are hiring you, and secondly, create a separate enterprise aimed at obtaining the advantage of destruction, which is a problem for you - and let it outplay and surpass its parent company, and even drive it out of business.

Why you should do this? Well, let’s take some example. Successful companies often value the elements of their products that consumers do not particularly care about, too much distance between these two perceptions leads to a commercial failure.