

# The Real Reason Kodak Failed



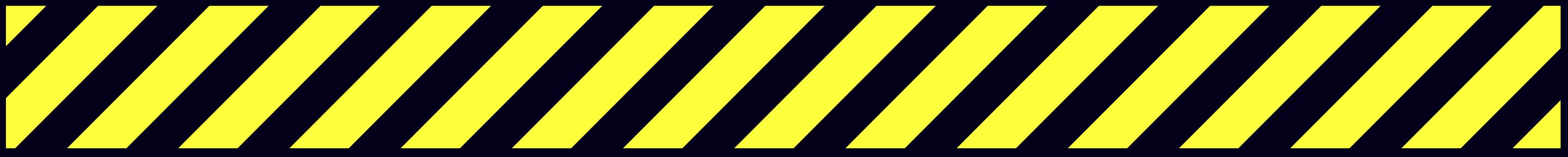
**Hint**

**It's not because they  
didn't adopt digital  
fast enough.**



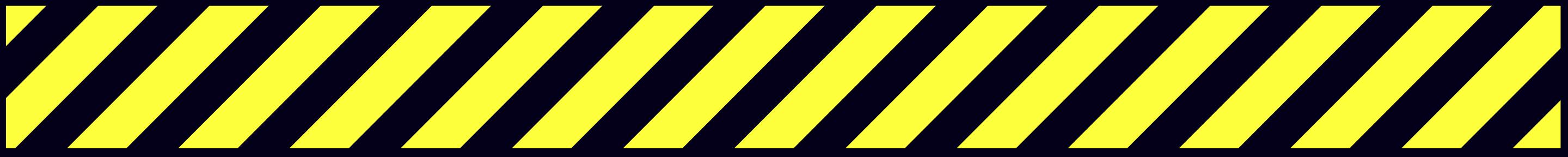
## The Myth

Most people think Kodak went belly up because they didn't adopt new tech.



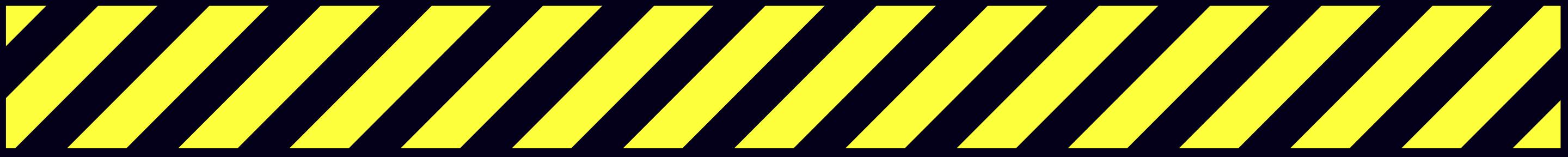
## The Truth

In 1975, Kodak invented the **first** digital camera.



**The Truth**

**Developed  
tech that  
transferred  
photos from a  
camera to a  
computer**



**The Truth**

**And they  
bought a  
photo sharing  
tool, Ofoto.**

Digital Camera

Camera  
Computer  
Connection

What did they  
do with it?

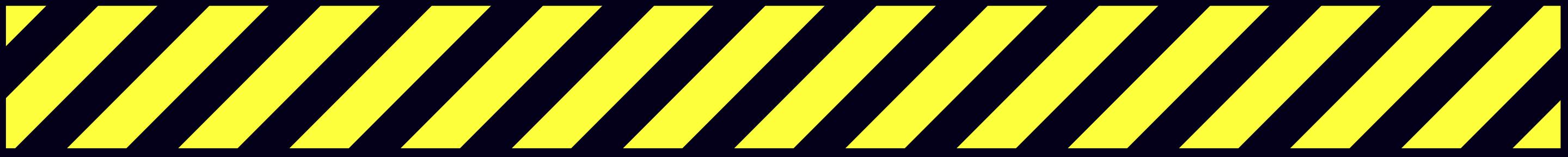
Photo sharing tool

They focused  
on getting  
people to print  
digital photos



# Disruption was coming

They knew they were in danger of disruption, and they **had the tech to prevent it**. So what happened?



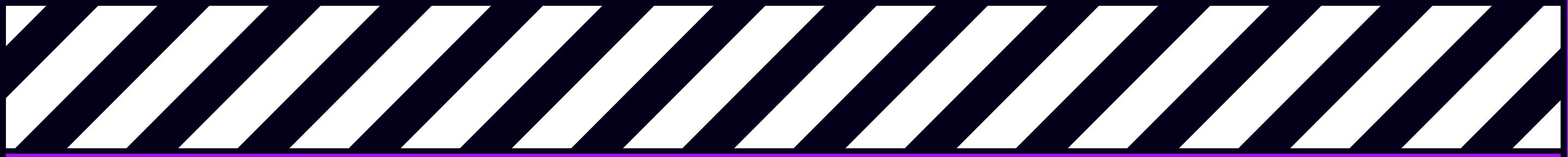
# Two main issues

The forgot the

# Job they were hired for

Make and share memories.

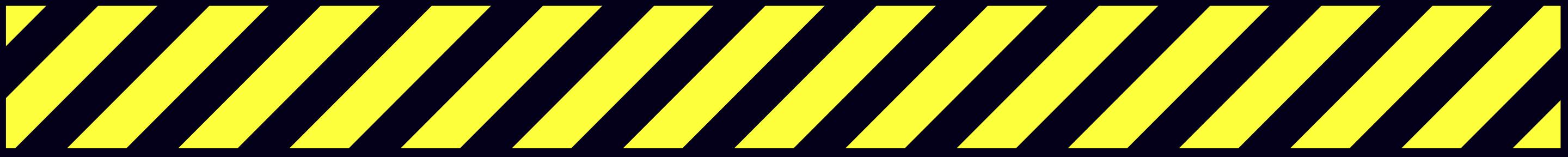
You know, the famous “Kodak  
Moment.”



The C Suite

# Acted out of fear

Making commitments that  
prevented them from  
adapting to the zeitgeist.



**Don't suffer  
the same fate.**

**Here's how to  
stay relevant**



# Adapt & be flexible

1

- ✓ Regularly review and update business strategies
- ✓ Encourage open-mindedness to new ideas and changes

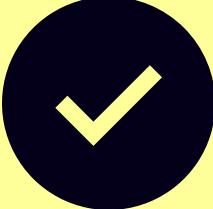
# Always Deliver Value



- ✓ Stay focused on the Job your product is hired to do
- ✓ Align features & updates with customer needs.

# Prioritize Customer Success

3

-  **Include a feedback loop in product development**
-  **Take a customer-centric approach to problem-solving**

# 4 Communicate

✓ Establish channels for inter-departmental communication

✓ Create shared platforms for information exchange

# Balance Data + Observation

-  **Combine quantitative data with qualitative customer insights.**
-  **Regularly update metrics to reflect current customer experiences.**

# Test & validate



 **Implement a cycle of testing and feedback for new features.**

 **Use A/B testing to validate changes before full deployment.**

# Interrogate Old Processes

- ✓ Regularly assess the efficiency and relevance of current processes.
- ✓ Continuously reassess business strategies and market trends.