

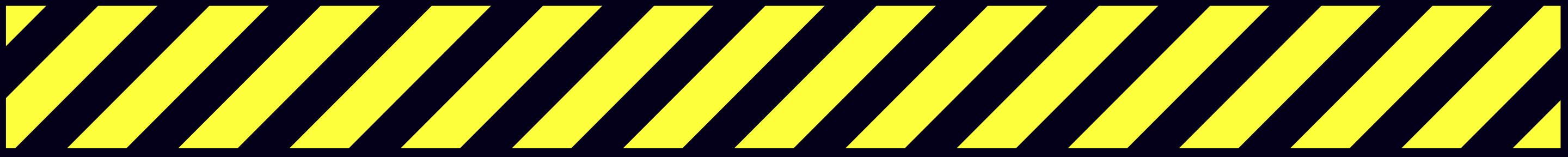
The Real Reason Kodak Failed



Hint

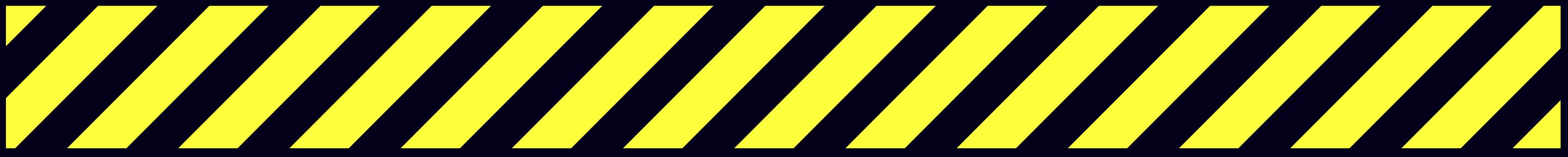
**It's not because they
didn't adopt digital
fast enough.**





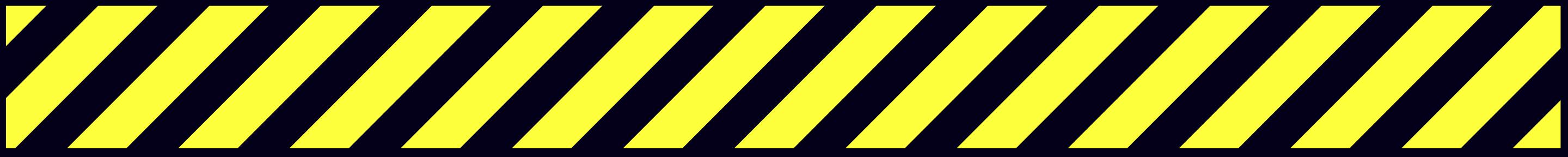
The Myth

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



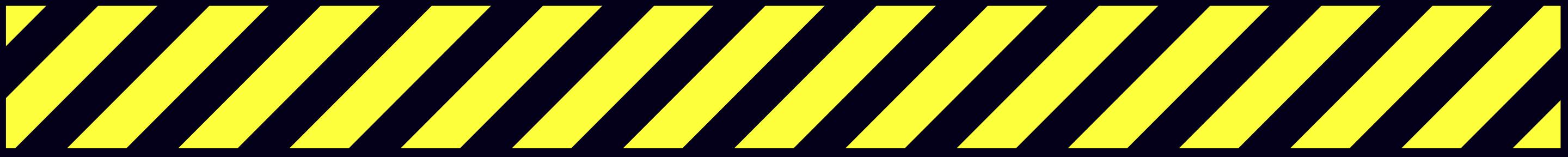
The Truth

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



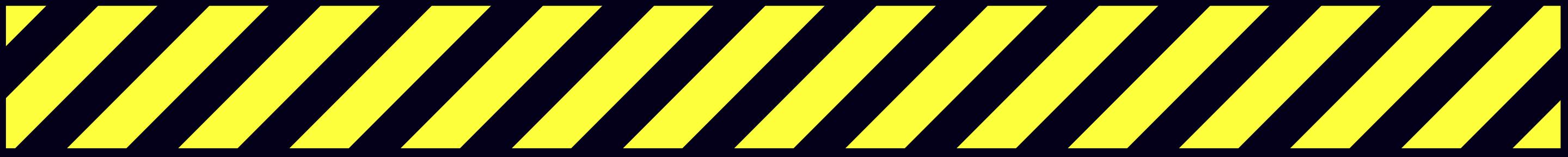
The Truth

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



The Truth

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



Digital Camera

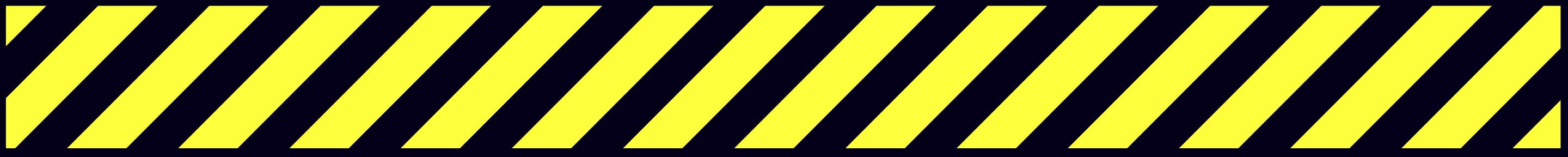
Camera
Computer
Connection

What did they do with it?

Photo sharing tool

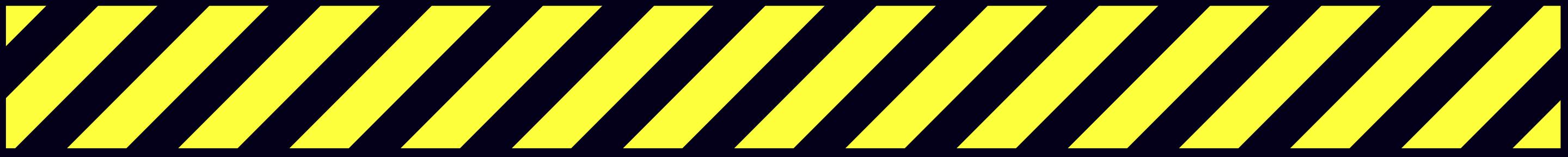
They focused
on getting
people to print
digital photos





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.

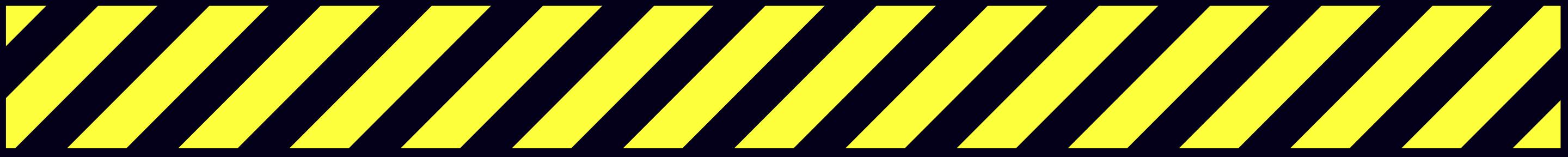
You know, the famous “Kodak
Moment.”



The C Suite

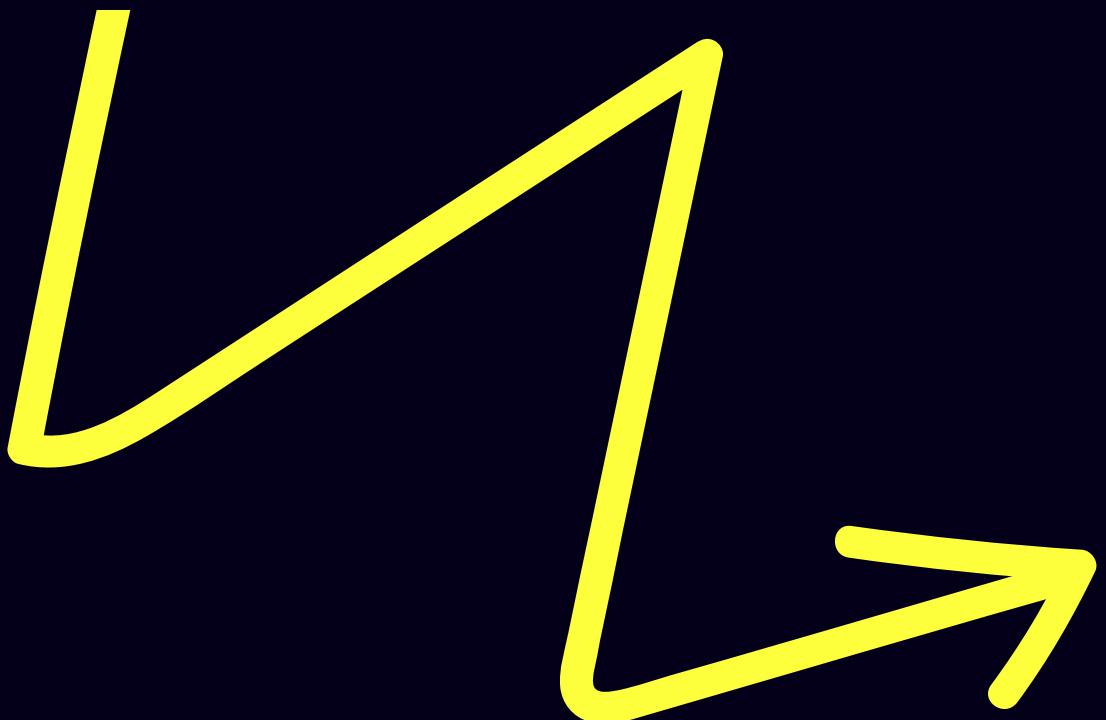
Acted out of fear

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

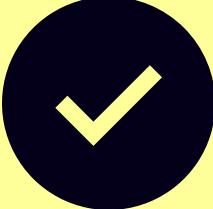
Always Deliver Value



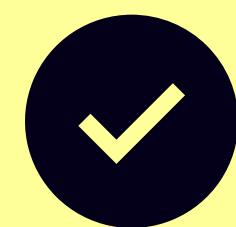
-  Stay focused on the Job your product is hired to do
-  Align features & updates with customer needs.

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

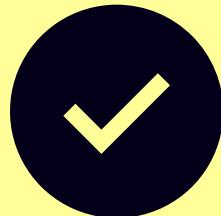
-  **Combine quantitative data with qualitative customer insights.**
-  **Regularly update metrics to reflect current customer experiences.**

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.