

**Disruption  
Summit  
Europe**

The logo graphic consists of two thick, parallel diagonal lines crossing each other. The line on the left is orange and the line on the right is blue.

SEPTEMBER 2019

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**KEY TAKEAWAYS**

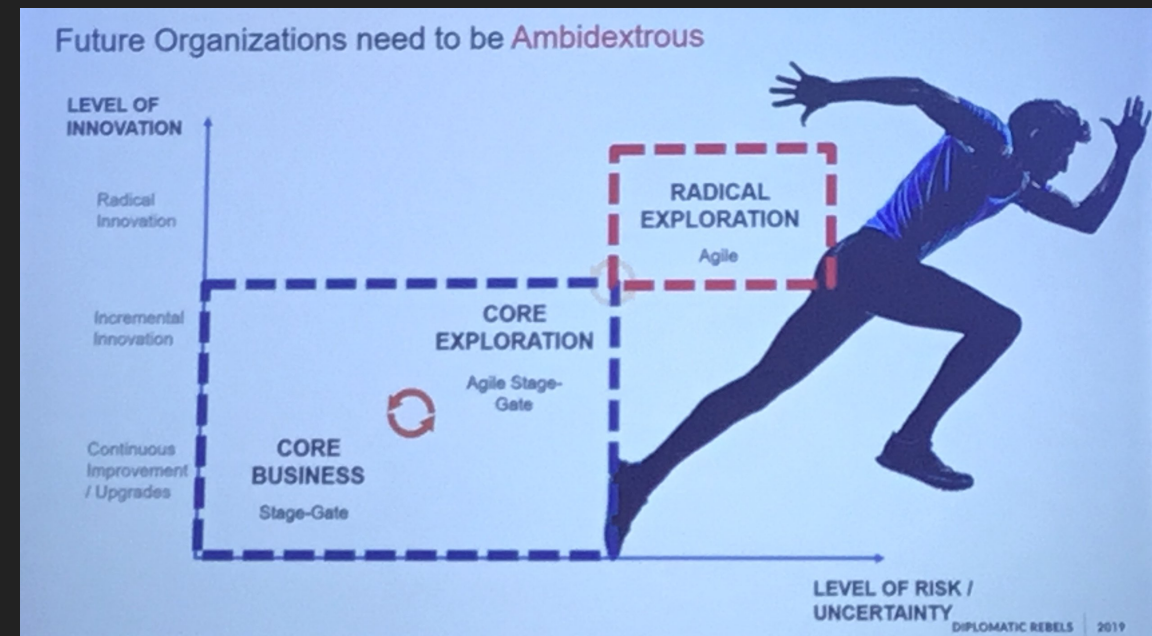
# TRY RADICAL INNOVATION THROUGH INTRAPRENEURSHIP

Intrapreneurship is the opposite of innovation theatre.

Structured organisational innovation is great PR but doesn't actually change anything.

Intrapreneurship is about building stuff, doing things and exploring the future.

<https://diplomaticrebels.com/>



**"You miss 100 percent of the shots you never take."**

—Wayne Gretzky

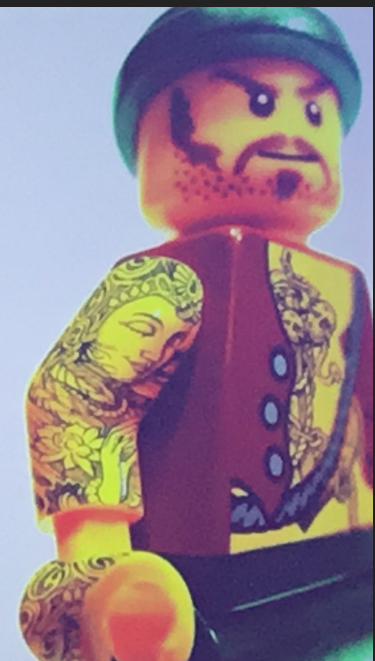
Don't aim to get it right the first time.  
Aim to **Learn**.

## So, Be a Rebel!

But be diplomatic about it...

### Top 5 Advice on *Intrapreneurship*:

1. People will hate your project. Accept it.
2. Only break the rules you understand.
3. Build a tribe.
4. Write love letters.
5. Make people shine.



## BE A BOLD DIGITAL LEADER

1/6 of organisations will become obsolete in 5 years - you must adapt or die

Others have done it and it works. Amazon vs the high street. Uber vs taxis

## THOSE WHO MASTER DIGITAL CAN FLIP MARKETS OVERNIGHT

Digital isn't a thing anymore. It's fast becoming part of our businesses and households

Learn Lessons From Digital-First Firms

ASOS has the same goals as Topshop but goes about it in a completely different way

## COPY WHAT WORKS FOR OTHER DIGITAL FIRST FIRMS

## GRAPPLE WITH THE DIGITAL TALENT CHALLENGE

All sectors are struggling to hire the right people and have no confidence in HR

Remove bias in hiring and develop a senior leadership team that can cope with the digital future - or fire them all

## EMBRACE AN EXPERIMENTAL MINDSET

Try something new, something different or better. Do it today. It may not be right first time but we can learn

## IT WILL COME DOWN TO YOUR BOLD DIGITAL LEADERSHIP THAT WILL ENABLE CHANGE THE ONLY WRONG ANSWER IS TO STAND STILL

# EMBRACE A POSITIVE HUMAN FUTURE

Too many organisations are organised around targets and tasks which means we lose flexibility

We celebrate small successes and miss the bigger picture

## THERE ARE NEW FORCES AT PLAY AND YOU MUST EXPLOIT THEM TO MAKE THE MOST OF THIS OPPORTUNITY

The four forces:

1. Respect for social change
2. Transparency and trust
3. Difference over Conformity
4. Harness technologies for all

We have brilliant people, we have technologies that empower, we have that innate sense of purpose. But this is not a tweak it is a radical rethink of how we operate and organise.

Try these four things:

1. Everything has a silver lining. Nurture human optimism
2. Empower teams to innovate
3. Build evolving organisations
4. Seek inspiration in surprising places. Embrace not invented here

## THE UK'S TOP 3 MOST DISRUPTIVE COMPANIES



<https://what3words.com>

Describe any location  
across the globe with just  
three words



<https://appyway.com/>

An app to solve the  
urban parking problem



<https://olioex.com/>

A food sharing  
platform