



This is a graded discussion: 50 points possible

due Apr 2

## Case #8: Disruption in Detroit

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Disruption in Detroit

### Case Discussion #8

You will have three options for completing the case discussion:

- Live Case Discussion #1: Thursday 8-9 PM via <https://virginiatech.zoom.us/j/81632738215> (<https://virginiatech.zoom.us/j/81632738215>)
- Live Case Discussion #2: Sunday 7-8 PM via <https://virginiatech.zoom.us/j/85100461872> (<https://virginiatech.zoom.us/j/85100461872>)
- Written Case Discussion: Due Sunday at 11:59 PM. Please use the case worksheet for a list of the questions you will answer in a written case discussion. To answer the questions, please reply to the prompt below. You will need to post before you can see the answers of other students in the course.

### Lesson Objectives:

- Diagnose the challenges managing the problem of dual transformation in incumbent companies
- Evaluate alternatives for designing new value networks while maintaining old value networks
- Recommend strategic options for implementing dual transformation strategies in an established organization

Framing Question: Focus your analysis on the Jobs to be Done within the mobility/transportation industry. What do you think is the "job" that Ford is providing to its customers? What specifically are the major components of the dual transformation strategy the company is trying to build? Which specific industries do you think this dual transformation strategy going to (possibly) disrupt? Is Ford wise to pursue this strategy? Why or why not? In your strategic recommendations, please be sure to provide precise recommendations for how Ford should build its dual transformation response to the disruptive threats the company is facing.

Unread



← **Reply.**

Replies are only visible to those who have posted at least one reply.