



## Leaders Who Have Mastered Disruption

2 messages

**Peter Diamandis** <peter@diamandis.com>  
Reply-to: team@a360.com  
To: karlinaberinger99@gmail.com

Thu, Nov 7, 2024 at 12:37 PM

Dear Karlina,

In today's world, change is the only constant—and the rate of change is accelerating.

For any company, sitting still equals death. The question is: ***how do you stay ahead of the disruption curve?***

Sometimes the best insights come from those who've already mastered the art of turning disruption into opportunity. Today, I want to share 9 of the most insightful quotes that I regularly return to for inspiration and guidance.

As you read through these quotes, reflect on which ones resonate most deeply with you. Which ones spark that "aha" moment in your entrepreneurial mind?

Once you've found your favorites, drop me a message on X @PeterDiamandis. I'd love to hear which quotes speak to you and why.

Here are the quotes that fuel my disruptive mindset:

***"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change."***

— Leon C. Megginson, Professor of Management and Marketing

(Often misattributed to Darwin, this is Megginson's brilliant business adaptation of Darwin's concept)

***"The most dangerous phrase in our language is 'We've always done it this way.'"***

— Grace Hopper, PhD Computer Scientist and U.S. Navy Rear Admiral

***"If you don't cannibalize yourself, someone else will."***

— Steve Jobs, Co-founder of Apple Inc.

(This one particularly resonates with me—it's exactly what Kodak failed to do)

***"Success breeds complacency. Complacency breeds failure. Only the paranoid survive."***

— Andy Grove, Former CEO of Intel Corporation

(A perfect reminder for those comfortable at the top)

***"The biggest risk is not taking any risk... In a world that's changing really quickly, the only strategy that is guaranteed to fail is not taking risks."***

— Mark Zuckerberg, Co-founder and CEO of Meta

***"The only way you survive is by continuously transforming into something else. It's the idea of continuous transformation that makes you an innovation company."***

— Ginni Rometty, Former CEO of IBM

***"If you double the number of experiments you do per year, you're going to double your inventiveness."***

— Jeff Bezos, Founder of Amazon

(This aligns with our discussion about rapid experimentation in the last email)

***"The greatest danger in times of turbulence is not the turbulence; it is to act with yesterday's logic."***

— Peter Drucker, Management Consultant and Author

***"Companies fail because they continue to do what made them successful in the past."***

— Clayton M. Christensen

(Notice how this ties directly to our discussion about exponential thinking)

Now that you've begun to shift your mindset about disruption—seeing it as an opportunity instead of a threat—it's time to address another crucial challenge we all face in these exponential times:

How do you stay focused and not overwhelmed with all the changes happening around you?

That's exactly what we'll explore in my next series of emails. Because mastering disruption isn't just about understanding it—it's about maintaining your clarity and effectiveness amid the chaos.

Disruptively yours,

Peter

**P.S.** Remember: these leaders aren't just observing disruption—they're creating it. Which quote inspires you to do the same? Share your thoughts with me on X [@PeterDiamandis](#).

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**Karlina Beringer** <karlinaberinger99@gmail.com>  
Draft To: team@a360.com

Sun, Nov 17, 2024 at 2:49 PM

On Thu, Nov 7, 2024, 12:37 PM Peter Diamandis <[peter@diamandis.com](#)> wrote:

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