

BusinessPlus+ Newsletter

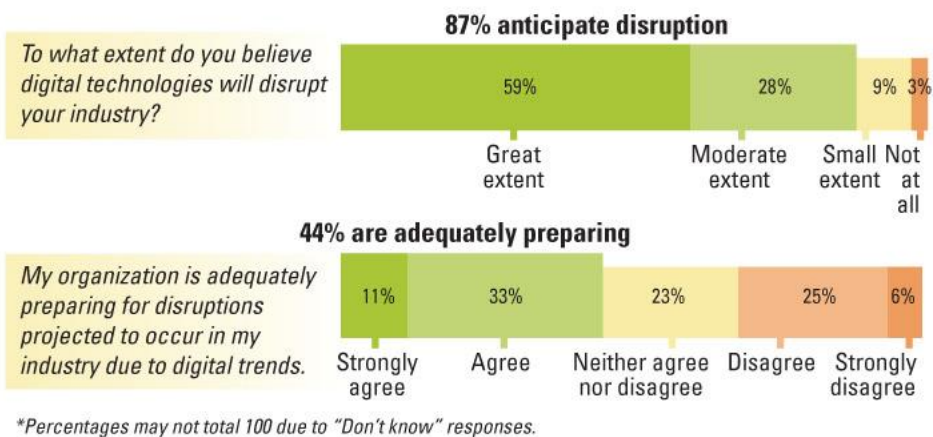
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Business Disruption – What are you doing about it?

You and your leadership team may talk about what disruptor is just over the horizon. You might talk about AI, machine learning, robotics and someone will throw in a comment about “big data”. **You might discuss how there is so much hype around future disruptors but little real action.** But still, there is an inkling that there is a disruptor for your industry not far away. The problem then is, what might it be?

A big part of the problem is that you are so busy with the current challenges and opportunities, the thought of going looking for more is simply not on the agenda. Then there are more sinister reasons, as Gerald Kane considers in this MIT Sloan Management Review article on [company readiness for disruption](#). Kane writes about senior leaders not wanting to spend time or money to look at what is just over the horizon, due to a selfish focus on the short-term.

As the stats from the article show (see the diagram below), 87% of executives are expecting disruption from technology, let alone from new business models or novel approaches to the way work is done. **And yet there is a preparedness gap of at least 33% (and really 46% including those businesses with their head in the sand) by those that are anticipating business disruption impacts!**



With 2020 now upon us, NOW is the time to spend some time addressing how disruption impacts on your business, followed by time on developing a suitable action plan, early in the first quarter of the new year.

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