



@gusbalbontin





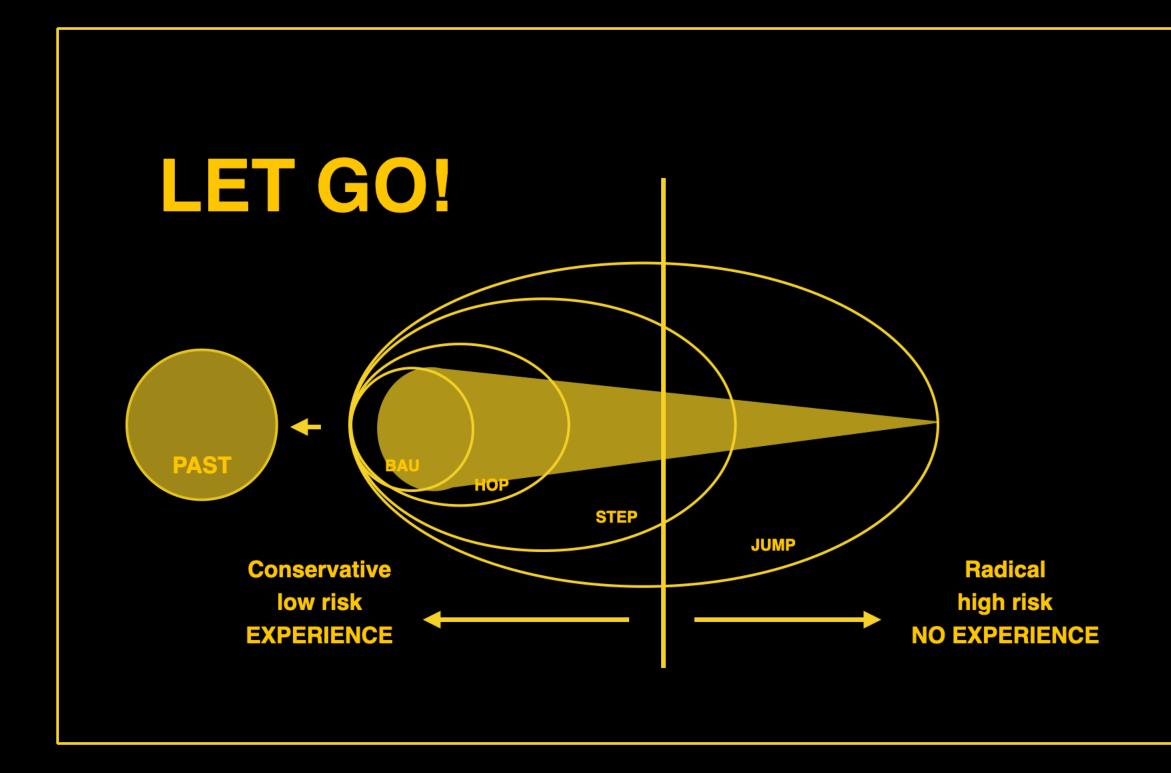
Business Disruption & Innovation

Guz Balbontin



- I use this powerful Darwinism, to remind us all that the key to remain relevant is ADAPTABILITY.
- And remember that business adaptability does not start with an email from the CEO. Adaptability starts with each one of you. Businesses are the sum of us. A business always behaves as the sum of its people. If you want an adaptable business, you must have adaptable people
- The best trick I've learnt to improve your adaptability is to bring novelty into your life. Try more, do things you have never done before, feel the discomfort of learning.

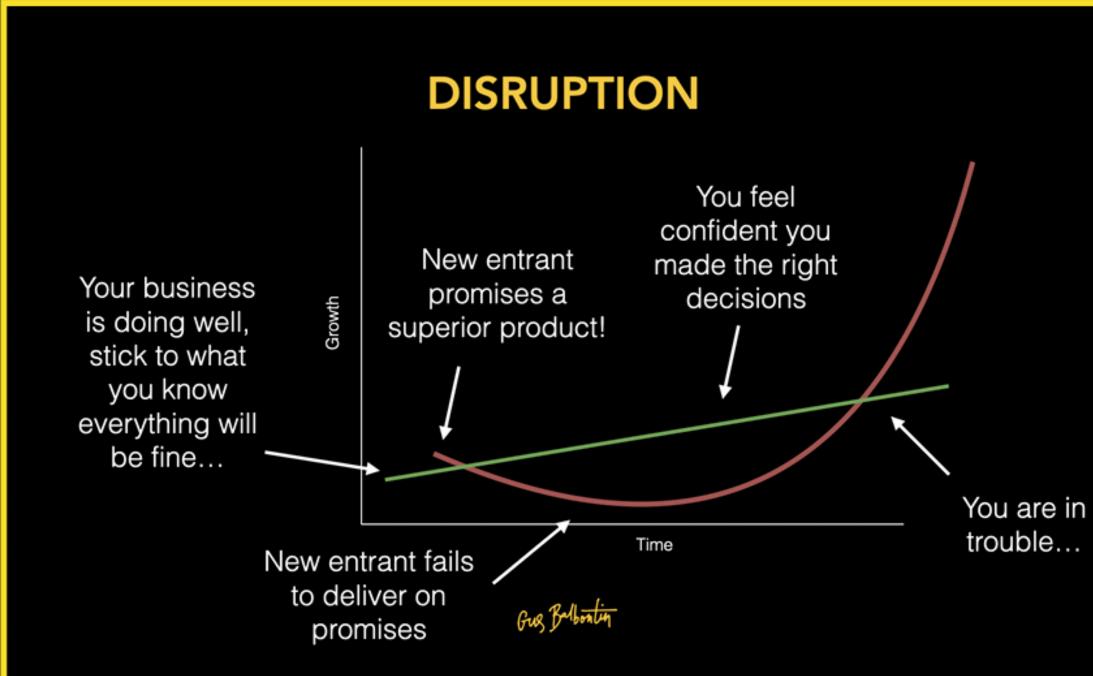
# Portfolio of Innovation





- Remember to build a portfolio of Novelty or innovation that pulls the future towards you
- Most of your effort naturally should be on BAU (business as usual) and a HOP (Continuous Improvement) and less effort on STEPS (side hustle) and JUMPS (moonshots)
- Let Go! Otherwise you can't bring new • things into your life
- BAU should feel like you are on your toes! •

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# This is how you draw disruption, your business is doing ok, a new entrant or product enters the market, we laugh thinking "there's no chance", at the

- beginning they fail, we feel strong we made the right decision to ignore them, then they figure it out and it is too late to do anything about it.
- The lesson here is simple yet powerful: do not underestimate anything! The crazier it sounds the more attention you pay.
- If you look at any tech, VR, 3D printing, Cryptos, all of them follow this pattern.

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## 656 Germany - Bavaria

Lonely F does no payment Lonely P.

asse 82. Rooms have distinctive ues and there's also a garden and a small r swimming pool. Singles/doubles with ties start at DM110/170.

Places to Eat ating cheaply in Munich is much like any se in Germany. Go where the locals mostly to the less touristy beer halls and

rants, or one of the many markets. t Viktualienmarkt, just south of Marienyou can put together a picnic feast to ther Garten for DM10 or less More prosperous picnickers ary Alois Dallmayr at 14 one of the world's great mported from eve the There is a cheap Turkin

tating daily menus and main courses for little as DM16. Italian food is a good dealin Munich and one of the best restaurant Cipriani in the Asam-Hof, a small co just off Sendlinger Strasse. Its patio is oasis amid the urban din.

Cafés Centrally situated cafés of to tourists and therefore tend to be r pensive. The hip Faun, Hans-Sachs-St 7 at Westermühlstrasse, has tables and surprisingly good beer prices Stadtcafé at the Stadtr seum is a aunt for Munich's intelle Vorstadt Café, Türkenstrasse 83, is one of many lively student hang-outs in Schw and is open until at least 1 am.

### Entertainment

Munich is one of the cult bal Germany, the publications listed mation can guide you. The Nationaltheast on Max-Joseph-Platz is the

Several breweries run their own beer halls, o try at least one large, frothy, litre mug called a Mass) of beer before heading off to other hall. Most famous is the enormous unist-packed Hofbräuhaus, Am Platzl 9. at there is a Planet Hollywood now across street should tell you everything you nee about the place. Far better is the Auustiner Bierhalle, Neuhauser Strasse 27, an thentic example of an old-style Munich bee all that is filled with happy locals munching tefuls of cheap chow.

On a summer day there's nothing better han sitting and sipping among the greenery one of Munich's beer gardens. In the Enlischer Garten is the classic Chinesischer rm beer garden, although the near linchau beer garden on the banks of the her See is less crowded. The Au gusune Keller has a large and leafy be 52, five minutes from garden at Arnulfstrasse 52, five minutes from the Hauptbahnhof. The beer hall here is a fine

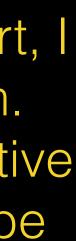
other carriers such as Deutsche BA (# 29 21 21). For general flight information, call = 97 52 13 13

Bus Munich is linked to the Romantic Road by the Deutsche-Touring (also known as Euus) Munich-Frankfurt service (se Getting Around in the following Romantic toad section). Inquire at Deutsche-Touring (# 59 18 24), near platform 26 of the Haur ahnhof, about their international services inations such as Prague and Budapest. Buses stop along the north side of the train

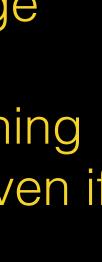
Train Train services to/from Munich are ex ellent. There are rapid connections at lea very two hours to all major cities Germany, as well as frequent EC trains t

- This image shows the striking similarity between two printed books 500 years apart, I use it to explain the dangers of momentum.
- We tend to associate momentum to a positive thing, "a bit of momentum and we should be fine"
- I always say that momentum is good while it points in the same direction as the customer, the moment the customer changes direction, that very momentum that was efficient becomes deadly because you can't change direction
- Effectively you are stuck doing the same thing over and over again unable to change it even if it makes sense to do so.
- Careful with building too much momentum un a single direction.

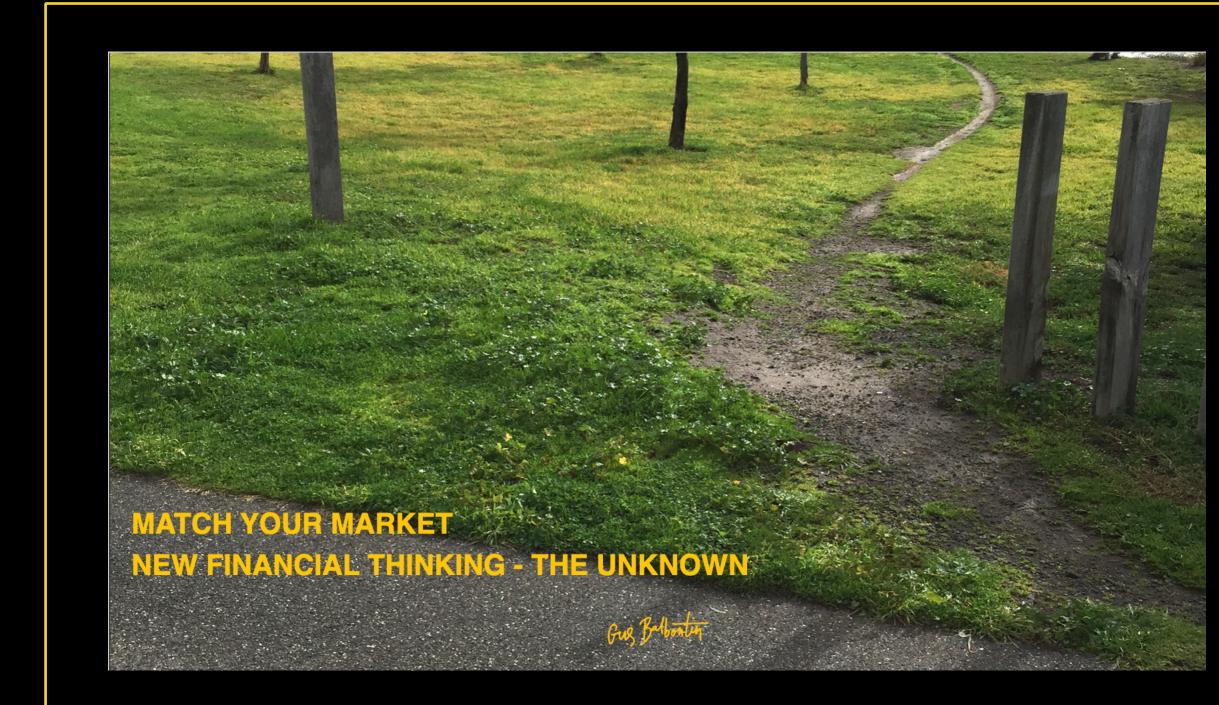
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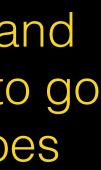




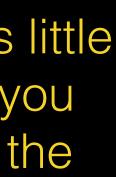
- Remember my analogy that when we establish a process, procedure, standard, software or system we always pour concrete all over it to ensure it never changes again. Once the concrete sets, the system owns you rather than you owning the system, and you repeat day after day not because it makes sense but just because the system tells you to.
- Concrete is of course tidy and organised and efficient, but when the customer decides to go in a different direction, all that concrete does not allow you to move with the customer.
- Marketing and the legal team fight hard to find a way to bring the customer back but the customer never comes back, "customers always pick the path of least resistance".
- Your challenge here is ensuring you lay as little concrete as possible in your business so you can be as adaptable as you can to follow the customer

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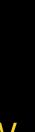


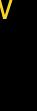
## You know when someone calls you and says "I am stuck in traffic?" You need to remind them they are not "stuck" in it they "are" the traffic.

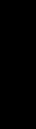
- Remember when things don't go your way we always find a way to blame someone, it's always someone else's fault but rarely ours
- You are hopefully the solution to your business but inevitably you are also the problem
- Owning the problem first is what will allow you to change

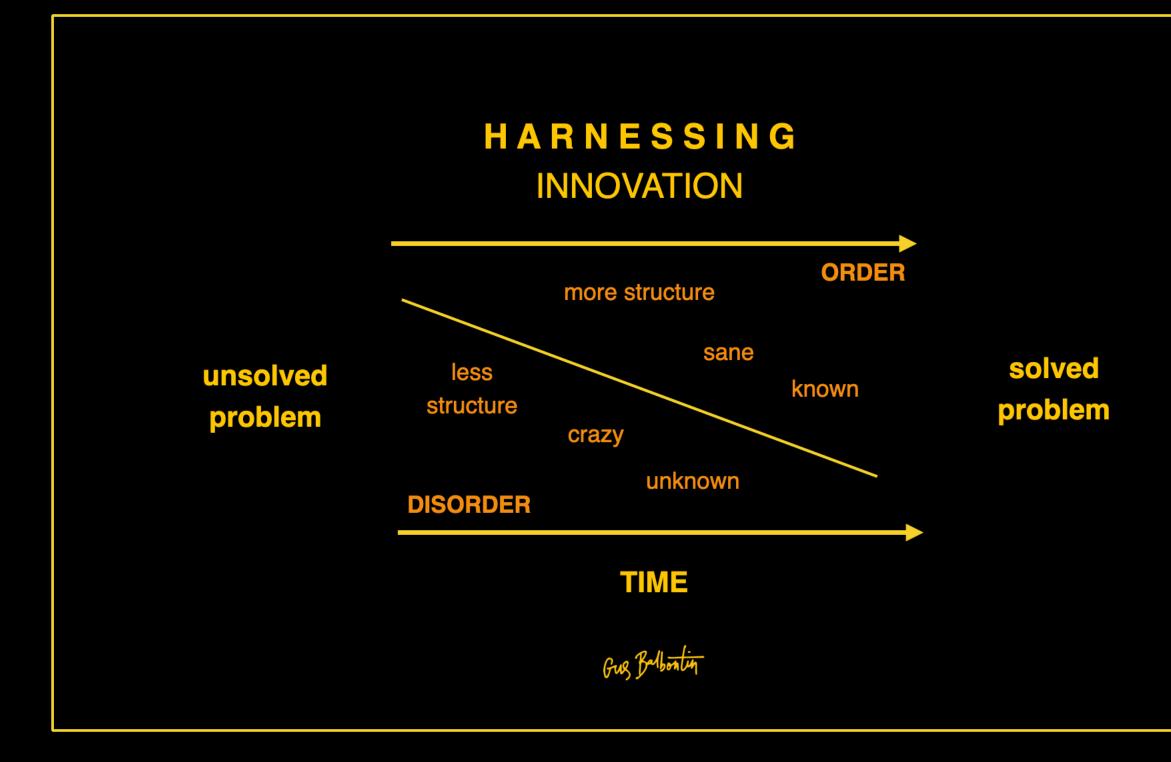
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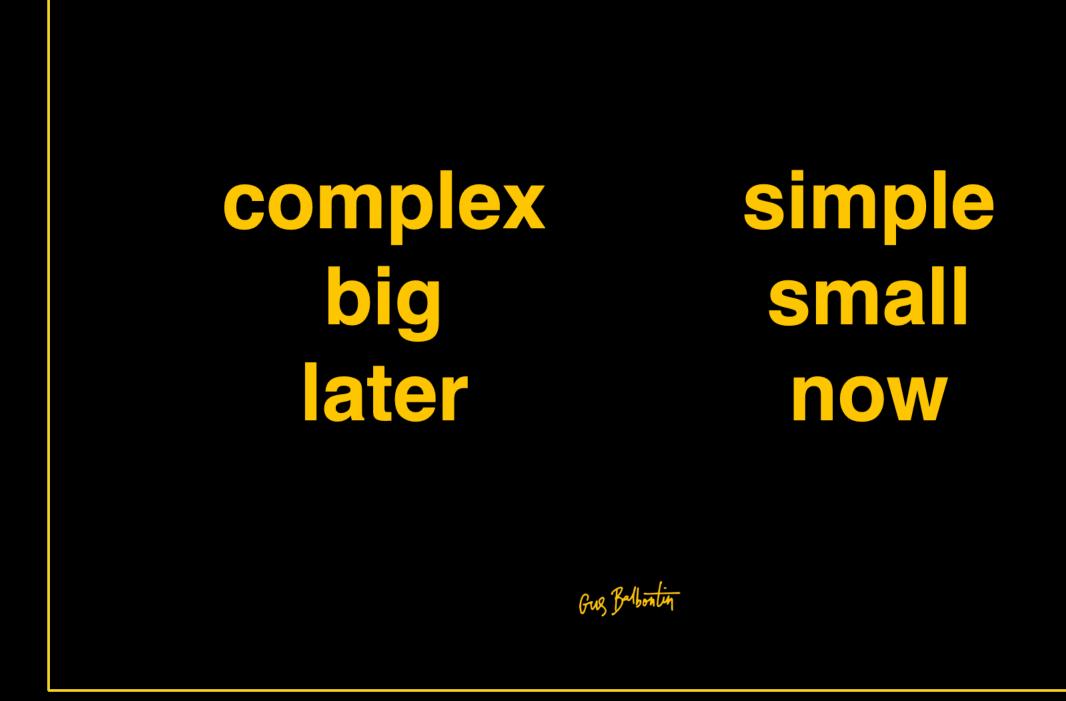




- Innovation is simply solving problems
- As you solve a problem you move from disorder (left) to Order (right) - from Less structure to more structure, from crazy to sane, from unknown to known.
- Effectively at the start of any innovative endeavour uncertainty reigns, and as you figure things out you find certainty.
- Remember here the lesson: organisations in general favour order, and therefore disorder is squashed. To be able to innovate you need a good balance of order AND disorder. You must have the crazy ones able to explore play and fail regularly just as much as you need the order ones making sure what you launch is legal! ;-)
- Innovation emerges from this tension while solving a problem, harness it and lead yourself and your teams through it.

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## Inevitably when we come up with ideas, solutions, features, we always complicate them, make them as big as we can and inevitably leave them for later

- The trick to stay relevant and at pace with the market today?
- Make things as simple as possible, make them smaller and act on the NOW...don't wait, later effectively means never.
- Like I always say, if you are considering a new tattoo....SIMPLE, SMALL, NOW!

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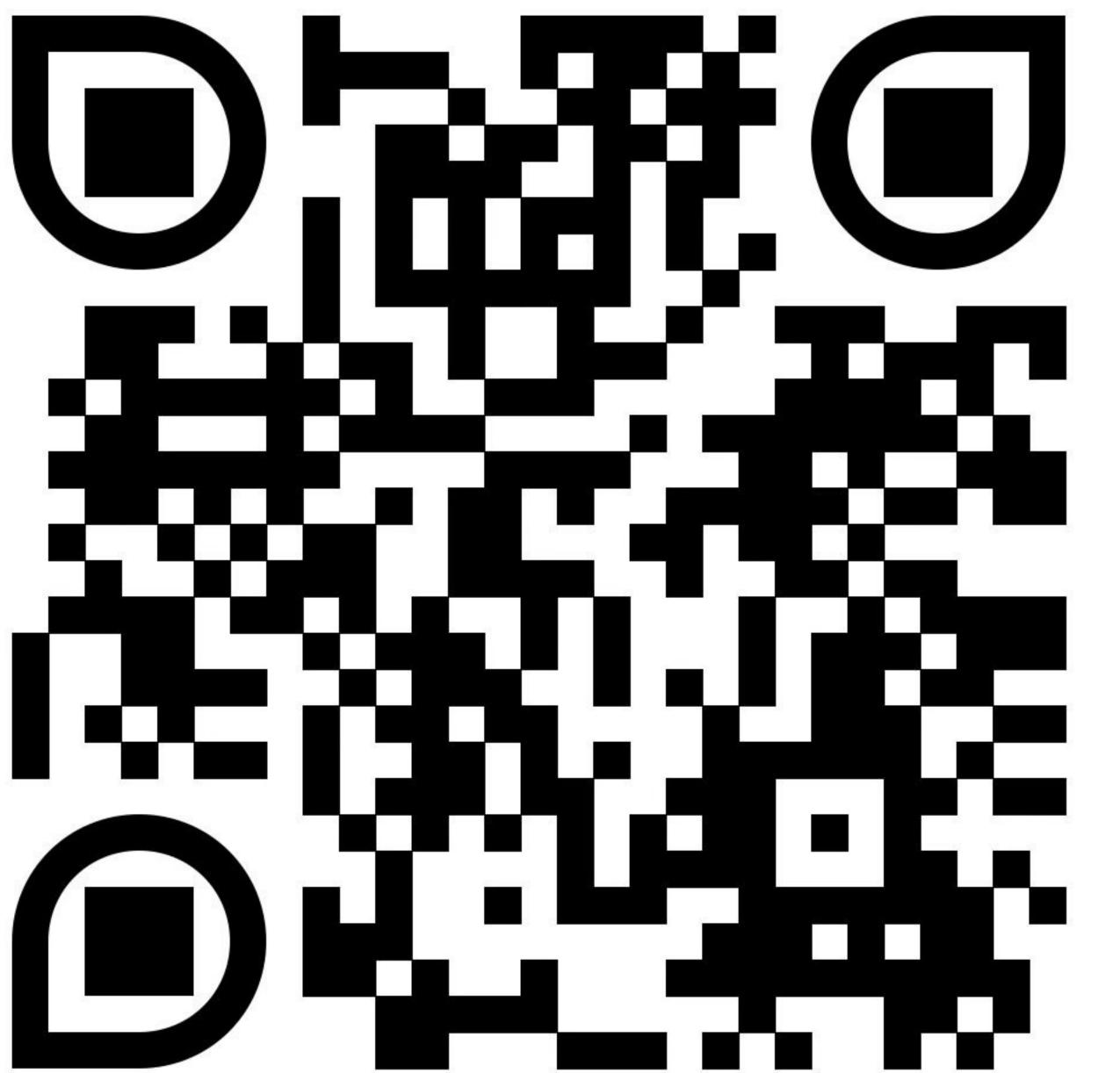
I said "Somebody should do something about that." Then I realised I am somebody.

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- You have customers, brands and even concrete! Do something about it don't wait till someone else does
- Trust me, I come from the future! ;-)

My news letter if you want to keep in touch!







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