

Gus Balbontin

@gusbalbontin

# ADAPT

Business Disruption & Innovation

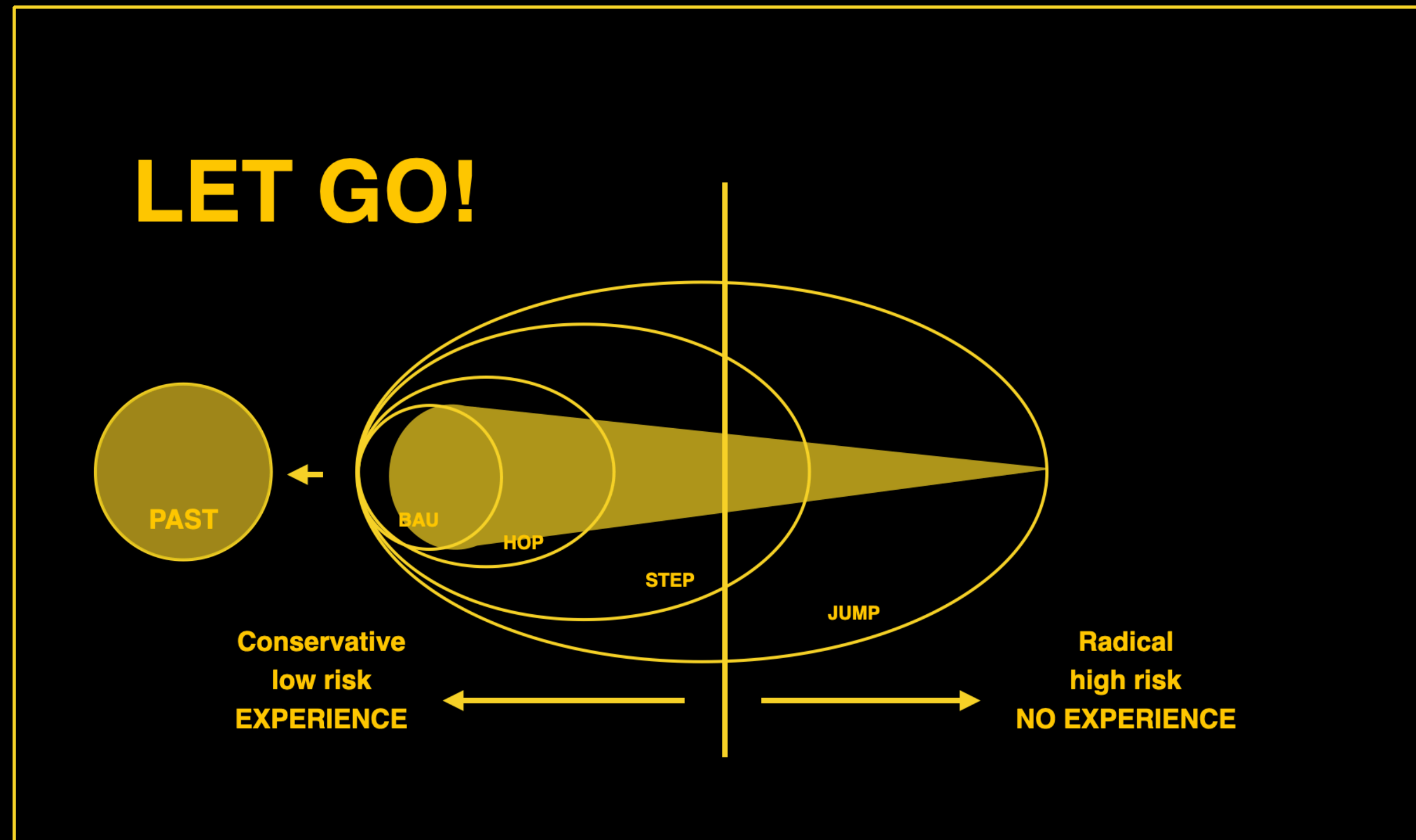
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It is not the **strongest** of the species that survives, nor the most **intelligent** that survives. It is the one that is most **adaptable** to change

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- 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

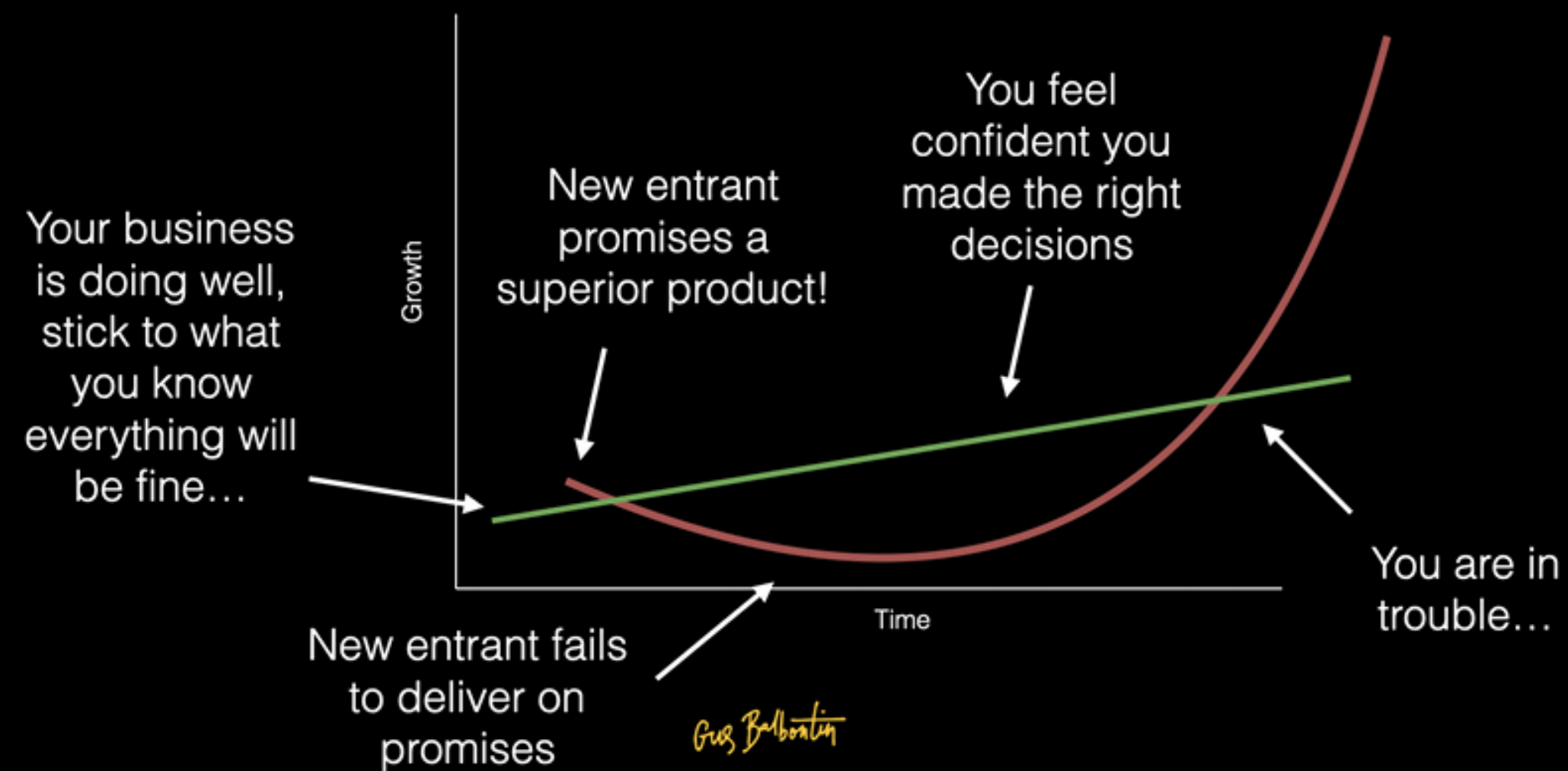


- Remember to build a portfolio of Novelty or innovation that pulls the future towards you
- Most of your effort naturally should be on BAU (business as usual) and a HOP (Continuous Improvement) and less effort on STEPS (side hustle) and JUMPS (moonshots)
- Let Go! Otherwise you can't bring new things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

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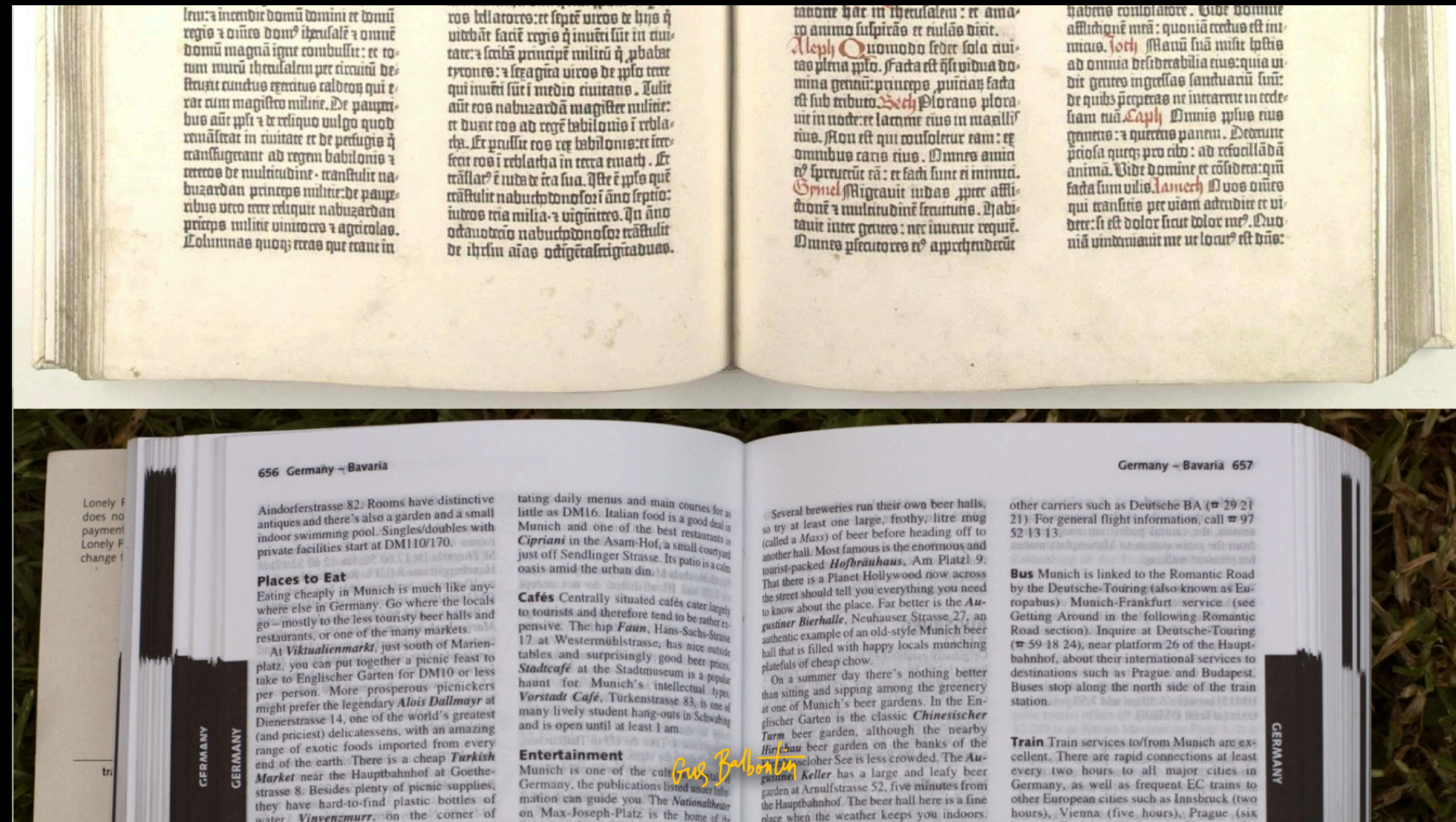


## DISRUPTION



- 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.





- 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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**MATCH YOUR MARKET**  
**NEW FINANCIAL THINKING - THE UNKNOWN**

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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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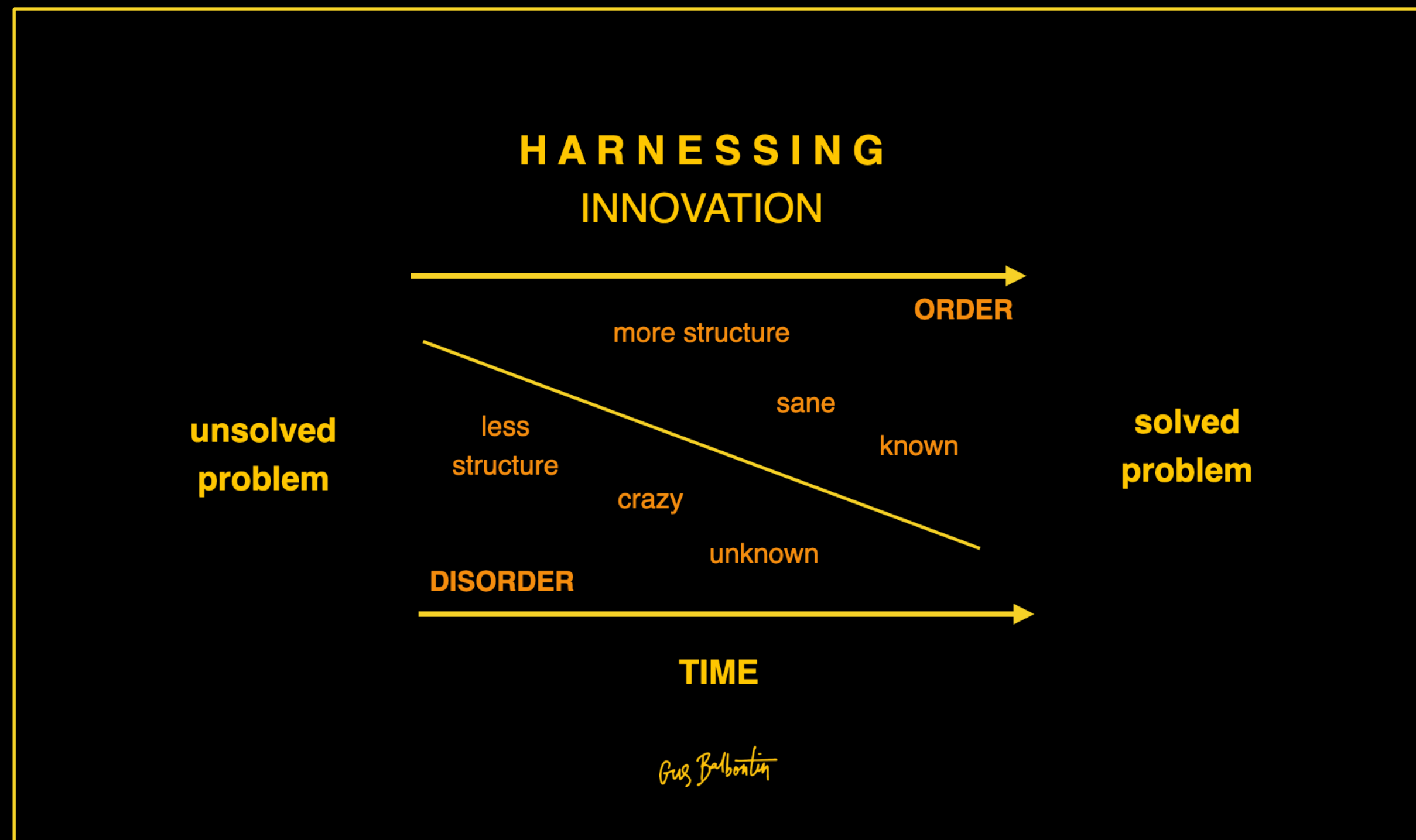




- You know when someone calls you and says “I am stuck in traffic?” You need to remind them they are not “stuck” in it they “are” the traffic.
- Remember when things don’t go your way we always find a way to blame someone, it’s always someone else’s fault but rarely ours
- You are hopefully the solution 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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**complex  
big  
later**

**simple  
small  
now**

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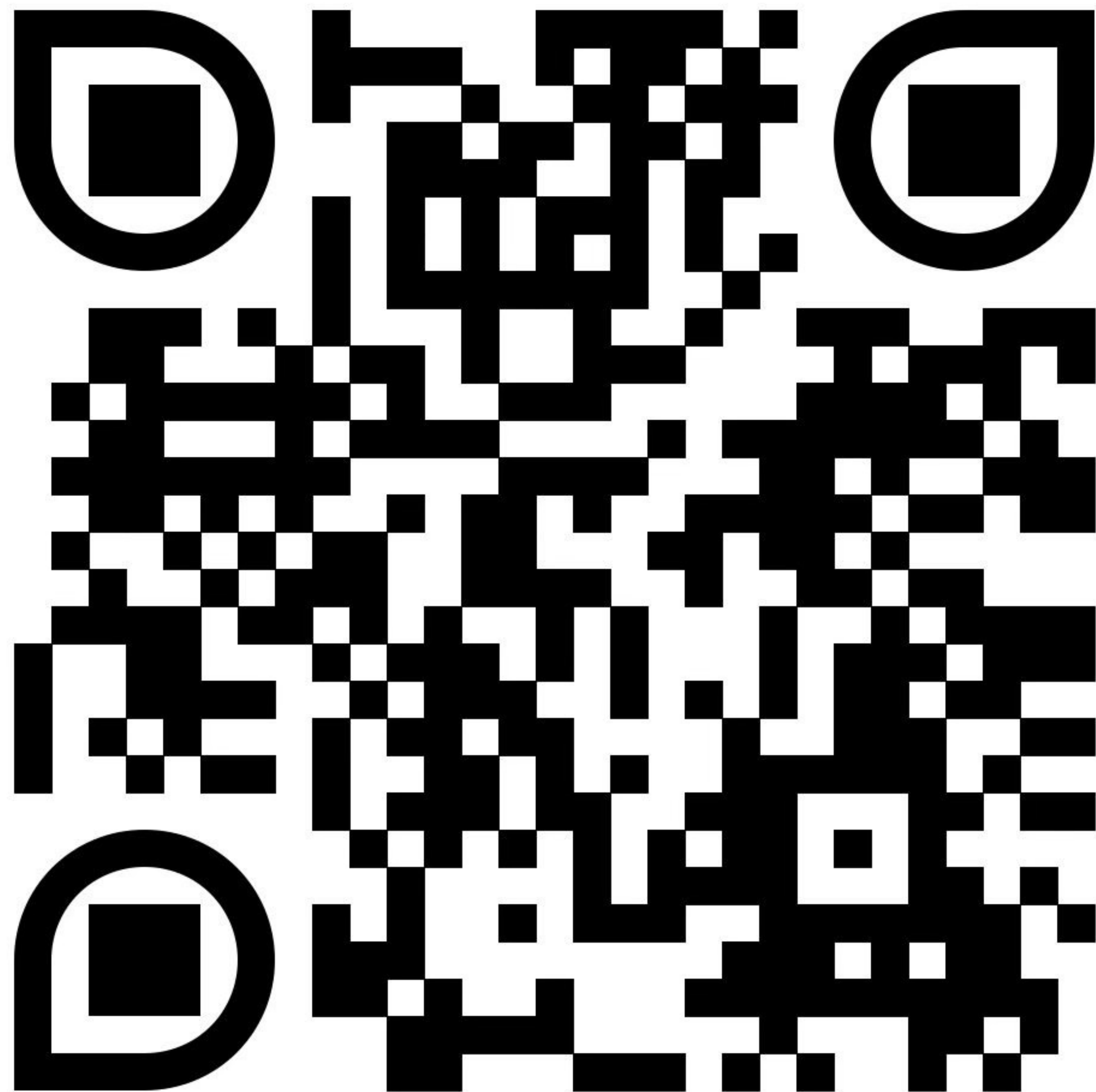
I said "Somebody should do something about that."  
Then I realised I am somebody.

LILY TOMLIN

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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 newsletter if  
you want to  
keep in touch!**





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