

## Assessing profit-destroying innovations

Identifying and predicting profit-destroying innovations

Estimating destruction potential

Calculating response time window

## Imagining possibilities

Understanding the full impact of a profit-destroying innovation

Assessing changes in adjacent industries

Visualizing emerging worlds

## Designing end states

Protecting eroding value

Transforming profit-destroying innovations

Crafting new value streams

## Creating pathways

Key Leverage Areas

Capabilities and resources needed

External Influence targets