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