

The Disruption Dilemma

Embracing change or Protecting legacy

TiE Chennai Chapter
23 August 2024 Shiv

Agenda

- Business is continuously disrupted
- Cycles faster now with Technology
- Examples before us
- What does one Do?
- Summary

Life span of a company

1930 – 90

1960 – 60

Today ?



33% of Fortune 500 companies
disappear every decade, that's
170 companies a decade or **17**
companies every year or **1.5**
companies every month!

45% of CEOs globally believe
that their company will
disappear in ten years if they
continue with existing
business model.

Product

Service

**Business
Model**



The Auto Industry – 100 years

- 1915 – Black color Ford Model T, Ford was the leader
- 1970 s – The small Car, GM was the leader
- 2003 – Toyota was leader when Tesla debuted
- VW, Toyota went through quality issues as they went for global leadership
- BYD is EV car leader in 2024. They started in

Laggard

XUV

3XO

TATA

NEXON

MARUTI

BREZZA



VS



VS



WHICH IS BEST?

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Competitor Induced



Self Destruction

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14
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THE HINDU

Delhi, Thursday, September 8, 2016

INDIA'S NATIONAL NEWSPAPER SINCE 1878

Printed at
Mumbai,
Kochi, V
Hubballi

ESTABLISHED 1838 TIMESOFINDIA.COM Blue PAPER.TIMESOFINDIA.COM MUMBAI | THURSDAY, MARCH 31, 2011 | PAGES 34

THE TIMES OF INDIA

PRICE: ₹ 5.00 ALONG WITH MUMBAI MIRROR OR THE ECONOMIC TIMES OR MAHARASHTRA TIMES

THE WALL STREET JOURNAL

On the Waterfront

Burke's long-overlooked riverbanks are now partly revived with hotels and bars.



An Auto Racing Legend's Hilltop Retreat

HANDBOOK | 109

What's New

Business of Power
China's shrunken economy
Russia's shrunken economy
The 100 billion fund
The 100 billion fund

Google Calls EU Charges Misguided

Google on Thursday said it will appeal a European Commission decision to impose a 10 percent tax on its search engine in the EU. The company says the tax is "misguided" and "discriminatory." Google says it will appeal the decision to the European Court of Justice. The company also says it will continue to operate in the EU while the appeal is pending.

Get Out of the Sequoy!



U.S. Economy Shows Glimmers, Strains



Time as a dimension

bb bigbasket

amazon





Dick Fosbury
1968 Gold



Current level of disruption

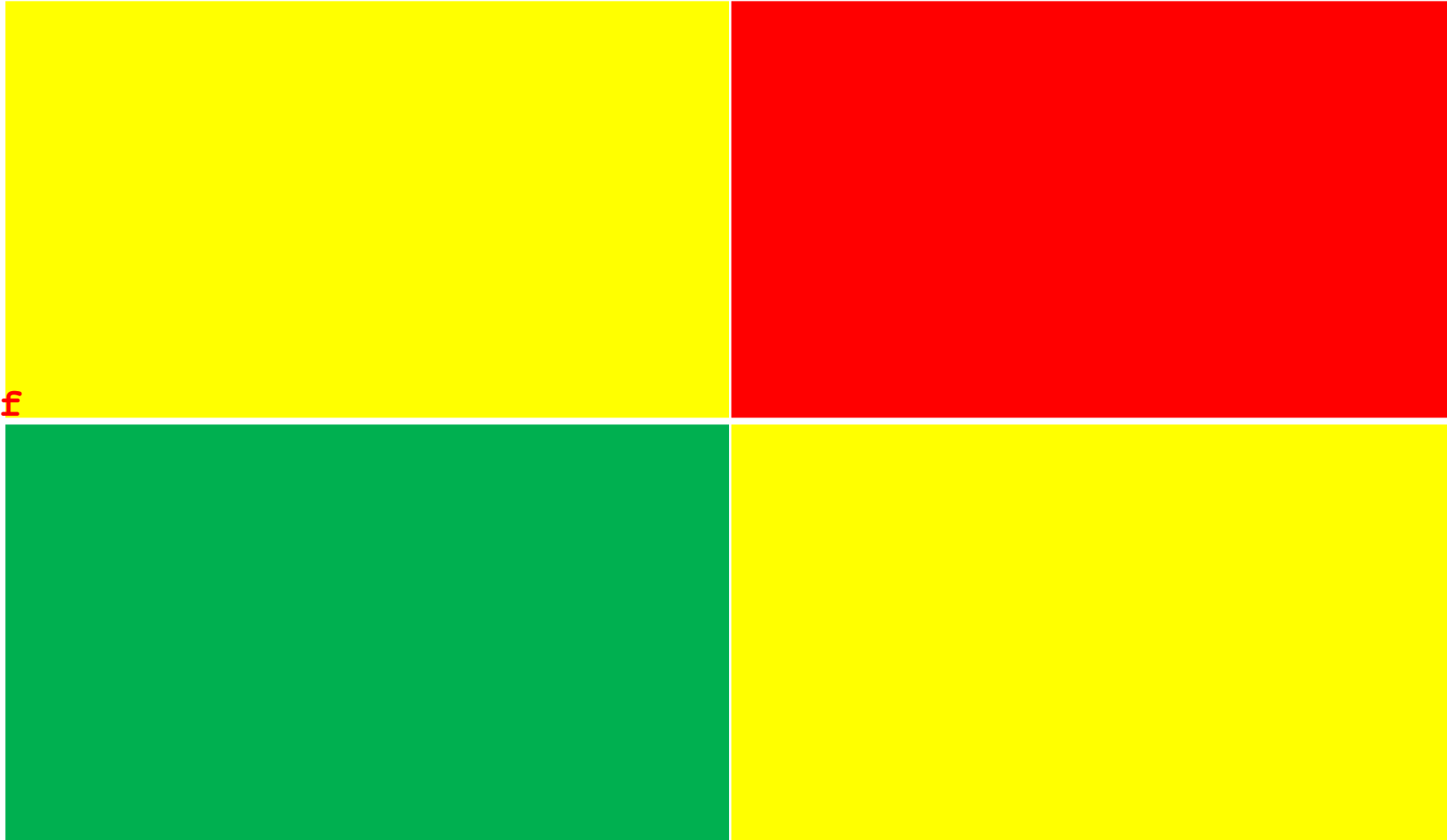
Lo

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Future
Susceptibility of
disruption

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Signals are out there

- In sports its reflexes and a new technique
- Disruption starts as a small blip and gains traction
- Initial view of leader is to pooh pooh it
- Company cool aid fuels internal testosterone
- Price value changes
- Profit pool shifts
- Thought leadership shifts while volume , value and profit leadership is quoted

1.

LOYALTY

A hand is shown in the upper right corner, placing a wooden letter 'Y' to complete the word 'LOYALTY' on a sandy surface. The letters are white and cast shadows on the sand.

VS CAPABILITY

**2. What are you willing
to hear?**





COMMIT

3. What are you willing to commit to?

4. Building bridges in the new eco system



5. Learning from other industries daily



Summary