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# Disrupt Yourself Putting The Power Of Disruptive Innovation To Work

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What Growth Hackers, Data Punks, and Other Hybrid Thinkers Can Teach Us about Navigating the New Normal

Under New Management

How Will You Measure Your Life? (Harvard Business Review Classics)

The Failure Book

Scared Speechless

Think the Unthinkable to Spark Transformation in Your Business

Build an A-Team

Digital Disruption

You, Disrupted

Embracing the Coming Disruption

How to Drive Disruption and Accelerate Transformation

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How to Engage Your Internal Team's Creative  
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Disrupt Yourself

Dare, Dream, Do

Daring to Dream with the Help of Others

Master Relentless Change and Speed Up Your  
Learning Curve

## A Pragmatic Primer for Realistic Radicals Unleashing the Next Wave of Innovation

*Disrupt  
Yourself  
Putting The  
Power Of  
Disruptive  
Innovation  
To Work*

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### **HINES DESIREE**

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*What Growth Hackers,  
Data Punks, and Other  
Hybrid Thinkers Can  
Teach Us about  
Navigating the New  
Normal* Bibliomotion,  
Inc.

Whitney Johnson's book, *Dare, Dream, Do*, is inspiring readers to achieve greater happiness by daring to dream. In this companion book, Whitney invites readers to host their own *Dare, Dream, Do* Circles, in person or online, in order to dream with the help of others: your friends, family, and

communities. This guidebook gives *Dare, Dream, Do* Circle facilitators the tools they need to lead others, including questions for each of three sessions, and stories of 9 women who dared to dream to help spark conversation.

**Under New Management** John Wiley & Sons  
In the spring of 2010, Harvard Business School's graduating class asked HBS professor Clay Christensen to address them—but not on how to apply his principles and thinking to their post-HBS careers. The students wanted to know how to apply his wisdom to their personal lives. He

shared with them a set of guidelines that have helped him find meaning in his own life, which led to this now-classic article. Although Christensen's thinking is rooted in his deep religious faith, these are strategies anyone can use. Since 1922, Harvard Business Review has been a leading source of breakthrough ideas in management practice. The Harvard Business Review Classics series now offers you the opportunity to make these seminal pieces a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world.

How Will You Measure Your Life? (Harvard Business Review Classics) Profile Books  
A Wall Street Journal bestseller Creating a culture of learning and growth. Growth is the goal. Helping people develop their potential—enabling them to articulate and become the self they want to be, are capable of being, and that best serves them and others in the short and long term—is what we as individuals and leaders strive toward. But how do we grow? It turns out it happens in a predictable way, which means we can understand where we are in our growth and chart a way forward. In this compact, complete guide, Whitney Johnson dives more deeply than ever into the S Curve of Learning so that you

can envision how growth happens and direct yourself and others in your organization to create a culture that fosters it. The growth and learning journey comes in three phases: the Launch Point, the Sweet Spot, and Mastery. Compelling examples of successful people will show you when and why growth is slow, how to keep going, what to do when growth and learning are almost too fast to keep up with, and how to leap from one growth journey to another. As individuals grow, so do organizations and societies. Growth is learning put into action—action that betters the world as we better ourselves and our small niches, both personal and

professional, within it. Growth occurs when learning is internalized—when we try something new and invest the effort to move it from being something we do to something we are. *The Failure Book* Routledge With the right mindset and insight, anyone can become a millionaire. Are you tired of just paying bills until you die? Are you wasting your life at a job that doesn't make you fulfilled or financially secure? Then Future Proofing You: Twelve Truths for Creating Opportunity, Maximizing Wealth, and Controlling Your Destiny in an Uncertain World is for you. In this life-changing book, celebrated author and entrepreneur Jay Samit, who's worked

with such visionaries as Bill Gates, Steve Jobs, Reid Hoffman, and hundreds of successful entrepreneurs, shares the key understandings and step-by-step process for becoming rich and never needing another job again. To prove the power of his 12 Truths, Samit also details the journey of how he mentored a broke millennial with these principles and empowered him to go from being on welfare to becoming a self-made millionaire in one year. Building upon the principles in his internationally acclaimed book *Disrupt You*, Samit explains: How to identify an idea and market to start your business How to build a virtual company with little or no capital The latest free

software tools for managing your business Ways to get a piece of a trillion-dollar opportunity bigger than mobile How to harness the three primary fears of others to generate more sales Strategies for finding the right mentors to accelerate your success Techniques to structure any deal for creating recurring revenue and lasting wealth This book is perfect for anyone who is tired of jobs with no security, hopes to truly realize their professional and personal potential, and is looking for a way to build a better life for them and their family. *Future Proofing You Scared Speechless* Simon and Schuster 1000's of colour combinations. *Think the Unthinkable*

*to Spark Transformation in Your Business* HarperCollins  
Conventional wisdom today says that to survive, companies must move beyond incremental, sustaining innovation and invest in some form of radical innovation. "Disrupt yourself or be disrupted!" is the relentless message company leaders hear. The *Power of Little Ideas* argues there's a "third way" that is neither sustaining nor disruptive. This low-risk, high-reward strategy is an approach to innovation that all company leaders should understand so that they recognize it when their competitors practice it, and apply it when it will give them a competitive advantage. This distinctive approach

has three key elements: It consists of creating a family of complementary innovations around a product or service, all of which work together to make that product more appealing and competitive. The complementary innovations work together as a system to carry out a single strategy or purpose. Crucially, unlike disruptive or radical innovation, innovating around a key product does not change the central product in any fundamental way. In this powerful, practical book, Wharton professor David Robertson illustrates how many well-known companies, including CarMax, GoPro, LEGO, Gatorade, Disney, USAA, Novo Nordisk, and many others, used

this approach to stave off competitive threats and achieve great success. He outlines the organizational practices that unintentionally torpedo this approach to innovation in many companies and shows how organizations can overcome those challenges. Aimed at leaders seeking strategies for sustained innovation, and at the quickly growing numbers of managers involved with creating new products, *The Power of Little Ideas* provides a logical, organic, and enduring third way to innovate.

### **Build an A-Team**

Prometheus Books  
With 75 percent of screen time being spent on connected devices, digital strategies have moved front and center of

most marketing plans. But what if that's not enough? How often does consumer engagement actually go further than the "like" button? With the average American receiving close to 50 phone notifications a day, do the company messages get read or just tossed aside? The truth is, a sobering reality is beginning to hit marketers: Technology hasn't just reshaped mass media; it's altering behavior as well. Truly getting a message through to customers, and not just in front of their eyes for a split second before being fed to the trash bin, will take some radical rethinking. *Disruptive Marketing* challenges you to toss the linear plan, strip away conventions, and open

your mind as it takes you on a provocative, fast-paced tour of our changing world, where you'll find that:

- Selling is dead, but ongoing conversation thrives
- Consumers generate the best content about brands
- People tune out noise and listen to feelings
- Curiosity leads the marketing team
- Growth depends on merging analytics with boundless creativity

Packed with trends, predictions, interviews with big-think marketers, and stories from a career spent pushing boundaries, *Disruptive Marketing* is the solution you've been looking for to boost your brand into new territory!

Digital Disruption

Routledge

The Innovation Code

The Creative Power of

Constructive Conflict

Harmony is sublime in music but deadly to innovation. The only way to create new, hybrid solutions is to clash. Innovation happens when we bring people with contrasting perspectives and complementary areas of expertise together in one room. We innovate best with people who challenge us, not people who agree with us. It sounds like a recipe for chaos and confusion. But in *The Innovation Code*, Jeff DeGraff, dubbed the "Dean of Innovation," and Staney DeGraff introduce a simple framework to explain the ways different kinds of thinkers and leaders can create constructive conflict in any organization. This positive tension

produces ingenious solutions that go far beyond “the best of both worlds.” Drawing on their work with nearly half of the Fortune 500 companies, the DeGraffs help you harness the creative energy that arises from opposing viewpoints. They identify four contrasting styles of innovator—the Artist, the Engineer, the Athlete, and the Sage—and include exercises and assessments for building, managing, and embracing the dynamic discord of a team that contains all four. You can also figure out where you fit on the continuum of innovator archetypes. Using vivid examples, *The Innovation Code* offers four steps to normalize conflict and

channel it to develop something completely new. By following these simple steps, you will get breakthrough innovations that are both good for you and your customers. This is a rigorous but highly accessible guide for achieving breakthrough solutions by utilizing the full—and seemingly contradictory—spectrum of innovative thinking.

*You, Disrupted* Disrupt Yourself Putting the Power of Disruptive Innovation to Work Are you a high potential charting your course within your current organization, a leader trying to jumpstart innovative thinking in your company? Or are you ready to do something new? Consider this simple yet powerful idea:

disruptive companies and ideas upend markets by doing something truly different - they see a need, an empty space waiting to be filled, and they dare to create something for which a market may not yet exist. An expert in driving innovation via personal disruption, Whitney Johnson, will help you understand how the frameworks of disruptive innovation can apply to you: if you want to be successful in unexpected ways, follow your own disruptive path. Dare to innovate. Dream big dreams. Do something astonishing. Disrupt yourself. In this book, you will learn how to apply these frameworks to building a business, career - and you. We are living in an era of

accelerating disruption - those who can manage the S-curve waves of learning and maxing out will have a competitive advantage. But this is a skill set that needs to be learned. Disrupt Yourself will help people cope with the unpredictability of disruption, and use it to their competitive advantage. Disrupt Yourself Putting the Power of Disruptive Innovation to Work An Evidence-Based Approach to Personality and Leadership A leader's bullying and constant dismissal of his team's concerns nearly take down an entire company—and the global financial system. The U.S. Government has to provide a \$182 billion bailout. A new CEO transforms a near-

bankrupt auto company and its infamously competitive culture becomes more collaborative and thrives—making it the only auto manufacturer to not take bailout funds. These stories share a truth: Each leader’s personality set the course of their company’s future. We all know that IQ, education, knowledge, and technical skills are essential for professionals, but they alone are insufficient for effective leadership. Who you are as a person—your personality and character—drives leadership performance and determines who thrives and who fails. In *Personality at Work*, psychologist Ron Warren lays out the key personality traits

that drive high performance—and the common traits that derail it. Warren clusters closely related traits into four dimensions of behavior: • Teamwork/Social Intelligence • Deference • Dominance • Grit/Task Mastery. Each cluster is broken down into personality traits—13 in all. *Personality at Work* draws from research using the renowned LMAP 360 with 20,000 leaders and 250,000 360-feedback raters. An assessment used at organizations around the world, LMAP 360 is used at Harvard Business School, Yale School of Management, Underwriter Laboratories, BearingPoint, Deloitte, Teach for America,

Clayton Homes, and more than 35 hospital systems throughout the United States. Personality at Work integrates research on personality and performance, teamwork, communications, judgment, and decision-making. You will learn how to ... • Recognize your own personality patterns and those of colleagues • Understand the links between personality, leadership, and organizational effectiveness • Turn insights into action, leading with Grit and EQ to drive individual and team performance *Embracing the Coming Disruption* FT Press "What do Albert Einstein, Michael Jordan, JK Rowling, P!nk, and Abraham

Lincoln all have in common? They messed up. They miscalculated. They made mistakes. They FAILED. So did every one of the extraordinary people profiled. One couldn't get into college and another lost several elections. One was sent to prison and another had his factory blow up. Yet when faced with failure, each found ways to persist, beat the odds, and come out on top"-- Amazon.Com Publishing Thinkers50 Management Thinker of 2015 Whitney Johnson wants you to consider this simple, yet powerful, idea: disruptive companies and ideas upend markets by doing something truly different--they see a

need, an empty space waiting to be filled, and they dare to create something for which a market may not yet exist. As president and cofounder of Rose Park Advisors' Disruptive Innovation Fund with Clayton Christensen, Johnson used the theory of disruptive innovation to invest in publicly traded stocks and private early-stage companies. In *Disrupt Yourself*, she helps you understand how the frameworks of disruptive innovation can apply to your particular path, whether you are: a self-starter ready to make a disruptive pivot in your business a high-potential individual charting your career trajectory a manager looking to instill innovative thinking amongst your

team a leader facing industry changes that make for an uncertain future We are living in an era of accelerating disruption; no one is immune. Johnson makes the compelling case that managing the S-curve waves of learning and mastery is a requisite skill for the future. If you want to be successful in unexpected ways, follow your own disruptive path. Dare to innovate. Do something astonishing. Disrupt yourself.

### **How to Drive Disruption and Accelerate Transformation**

Twelve  
Have you ever felt you're not getting through to the person you're talking to, or not coming across the way you intend? You're not alone. That's the bad

news. But there is something we can do about it. Heidi Grant Halvorson, social psychologist and bestselling author, explains why we're often misunderstood and how we can fix that. Most of us assume that other people see us as we see ourselves, and that they see us as we truly are. But neither is true. Our everyday interactions are colored by subtle biases that distort how others see us—and also shape our perceptions of them. You can learn to clarify the message you're sending once you understand the lenses that shape perception:

- Trust. Are you friend or foe?
- Power. How much influence do you have over me?
- Ego. Do you make me feel

insecure? Based on decades of research in psychology and social science, Halvorson explains how these lenses affect our interactions—and how to manage them. Once you understand the science of perception, you'll communicate more clearly, send the messages you intend to send, and improve your personal relationships. You'll also become a fairer and more accurate judge of others. Halvorson even offers an evidence-based action plan for repairing a damaged reputation. This book is not about making a good impression, although it will certainly help you do that. It's about coming across as you intend. It's about the authenticity we all

strive for.

*25 Successful Habits for an Extremely Disruptive World* : Book Review Harvard Business Press  
 From the co-founder of THINX and hellotushy.com, start-ups collectively valued at more than \$150 million, comes DISRUPT-HER, a rallying cry for women to radically question the status quo. Miki Agrawal has faced patriarchal pushback, fought girl-on-girl hate, ridden the roller coaster of building businesses as a female CEO, and even overcome an attempt to burn her for witchcraft (figuratively). In order to navigate the complicated--at times maddening--struggles of contemporary femininity, we need an

unabashed manifesto for the modern woman that inspires us to move past outrage and take positive steps on the personal, professional, and societal levels. This manifesto galvanizes us to action in 13 major areas of our lives with as much fire power as possible. These are the credos we live by, the advice we give to friends, the tenets we instill in our companies and peers on a daily basis. Stories of badass female movers and shakers are shared in this book too to give you an extra jolt of "I've got this." It's a whole body F\*CK YES to your work, your love, your relationships, and your mission--while doing it all authentically, unapologetically, and with full integrity.

*How to Future-Proof  
Yourself for  
Tomorrow's Workplace*  
Behrman House

Publishing

The barriers to entry in your market just vanished. Unexpected competitors are swarming in. Are you ready? You always knew digital was going to change things, but you didn't realize how close to home it would hit. In every industry, digital competitors are taking advantage of new platforms, tools, and relationships to undercut competitors, get closer to customers, and disrupt the usual ways of doing business. The only way to compete is to evolve. James McQuivey of Forrester Research has been teaching people how to do this for over a decade. He's gone into

the biggest companies, even in traditional industries like insurance and consumer packaged goods, and changed the way they think about innovation. Now he's sharing his approach with you. McQuivey will show you how Dr. Hugh Reinhoff of Ferrokin BioSciences disrupted the pharmaceutical industry, streamlining connections with doctors and regulators to bring molecules to market far faster--and then sold out for \$100 million. How Charles Teague and his team of four people created Lose It!, a weight loss application that millions have adopted, achieving rapid success and undermining titans like Weight Watchers and Jenny Craig in the

process. Regardless of your background and industry, you can learn how to be a digital disruptor too. First, adopt the right mindset: Take risks, invest as cheaply as possible, and build on existing platforms to find the fastest path to solving a customer's problem. Second, seek the "adjacent possible"--the space just next to yours where new technology creates opportunity. That's how Benjamin Rubin and Paolo DePetrillo of Zeo created a \$100 sleep monitor that does much of what you'd get from a \$3,000 sleep lab visit. Finally, disrupt yourself. Use these tools to make parts of your business obsolete before your competitors do. That's what Tim FitzRandolph

did at Disney, creating a game that shot to the top of the app store charts. With the tools in this book you can assess your readiness, learn the disruptive mindset, and innovate rapidly, starting right within your own business.

### Value as a Service

#### Vintage

This book is divided into two parts with bonus sections to help you disrupt your organization, implement change, and build systems to hold yourself accountable.

Accountability is top priority, inside and outside of any organization. The first part of this book describes a playbook, which will show you exactly how to create an environment to discover disruptive and

impactful ideas to 10x the organization and embrace the future. It is an extremely effective team building event, and I recommend you hold at least one per year. We call this an "innovation storm," and I hope you enjoy the first part of this book that describes in detail how to execute an effective innovation storm. If you are not an expert facilitator, or do not have one in your organization, in the back of the book you'll find an opportunity on how to reach out to me and my team for professional facilitation. In part two we share with you the secrets to successfully building peer performance groups in any organization, trade group, or industry. Peer performance groups

date back to the first real records of history, and almost every successful business, entrepreneur, athlete, musician, or professional can relate to a peer performance group. The ultra-successful do not do it alone, and neither should you. In Part Two, we show you exactly how to build peer performance groups, how they should be executed, and what to expect in these groups. This is a playbook with direct, actionable concepts and we provide details, agendas, and formats that allow you to take these systems and put them to work.

*Putting the Power of Disruptive Innovation to Work* Harvard Business Review Press  
Scared Speechless is coauthored by talent

rep and 2015 Oscar® publicist Steve Rohr and Dr. Shirley Impellizzeri, a clinical psychologist who has appeared on The Doctors, Hollywood Exes, Workout, and Dr. Drew. It really is true: What you say and how you say it speaks volumes about your professional promise and leadership potential. Whether it's giving an impromptu sales pitch or keynoting a major business conference, public speaking can make you or break you. Scared Speechless takes a powerful and unique approach that sets it apart from other public-speaking guides. For the first time ever, the psychology behind our fears is used to explain and tame our anxiety. That's the science. Combine it

with the art of organizing and delivering a spectacular speech, and you have the freshest, most entertaining, and effective public speaking book available. This easy-to-use book contains: Funny, accessible, and practical wisdom you can start using immediately. Real-world examples and humorous anecdotes. Advice that applies to every kind of speech in every kind of setting to every kind of audience. Believe it or not, many screen legends still fear public speaking. Just because you've won an Oscar® doesn't make you immune to the jitters!

**Your Dare, Dream, Do Circle** Penguin

You know you can do more with your career.

And the future is going to demand more of you. The problem is you are so busy keeping up with the day-to-day that you can't prepare for tomorrow. Stretch: How to Future Proof Yourself for Tomorrow's Workplace gives you the confidence and knowledge you need to achieve your goals in an ever-changing world. Karie Willyerd and Barbara Mistick—established experts and the collective winners of dozens of awards in the field of personal development and learning—offer evidence-based guidance on obtaining the skills you will need to thrive in tomorrow's workplace. Built on solid, global research and dozens of personal

interviews with people who have achieved new and inspiring goals, Stretch offers advice, valuable insights, anecdotes, and recommendations to make achieving your goals practical and within reach. If you are like other professionals, your biggest worry is becoming obsolete at work. Shifting technologies, fierce competition among corporations, and recruitment occurring on a global level would give anyone concern. To remain relevant in spite of change, you need to know how to: Learn in any situation Open your thinking to a world beyond where you are now Connect to the people who can help you make your future happen Seek experiences that will

prepare you for tomorrow Stay motivated through the ups and downs of a career so you can bounce forward  
 Stretch: How to Future Proof Yourself for Tomorrow's Workplace offers five practices to help you start, enhance, and lengthen your career by anticipating the needs of tomorrow's work environment. Don't become obsolete. Instead, stretch to achieve your potential.

**No One Understands You and What to Do About It**

Pan Macmillan  
 Making predictions about the future is always tricky. But there is one prediction that author Rob Bernshteyn is quite confident in making: Across a host of industries, we will

move to a model that he calls value as a service. It is already common knowledge that many traditional-products companies are converting the delivery of their offerings to the as-a-service model. With the completion of this transition assumed, the coming disruption will focus less on the delivery model and more on the value delivered. Value as a Service is the simple idea that measurable value delivered for customers will be the ultimate competitive battleground. Every customer will want to understand the exact value that they are being provided. They will want a quantifiable difference as they compare their options. Is your business ready to embrace this coming

disruption? Are you ready?

Disrupt You!

Createspace  
Independent Publishing  
Platform

Lead each person on your team up the learning curve. What's the secret to having an engaged and productive team? It's having a plan for developing all employees--no matter where they are on their personal learning curves. Better morale and higher performance happen through learning, argues Whitney Johnson. In over twenty years of coaching, investing, and consulting, Johnson has seen that employees need continuous learning and fresh challenges to stay motivated. The best bosses know this, and

they know how to make it happen by thoughtfully designing people's jobs around the skills they have today as well as the skills they'll need to be even more valuable tomorrow. That's how entire organizations stay competitive in an unpredictable, rapidly changing business environment. In this book, Johnson explains how to become one of those bosses and how to build your A-team by: Identifying what your employees already know and what they need to learn Designing their jobs to maximize engagement and learning Applying a seven-step process for leading each person up their learning curve We all want opportunities to learn, experiment, and grow in our jobs. When our

bosses work with us to help us leap to new challenges, the result is a team that knows how to thrive, no matter what the future holds.

**How to Engage Your Internal Team's Creative Power to Protect Market Share, Strengthen Defense, and Avoid Stagnation!**

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