



Disrupt Yourself: Putting the Power of Disruptive Innovation to Work

Whitney Johnson

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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.

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