

# LEADING THE REVOLUTION

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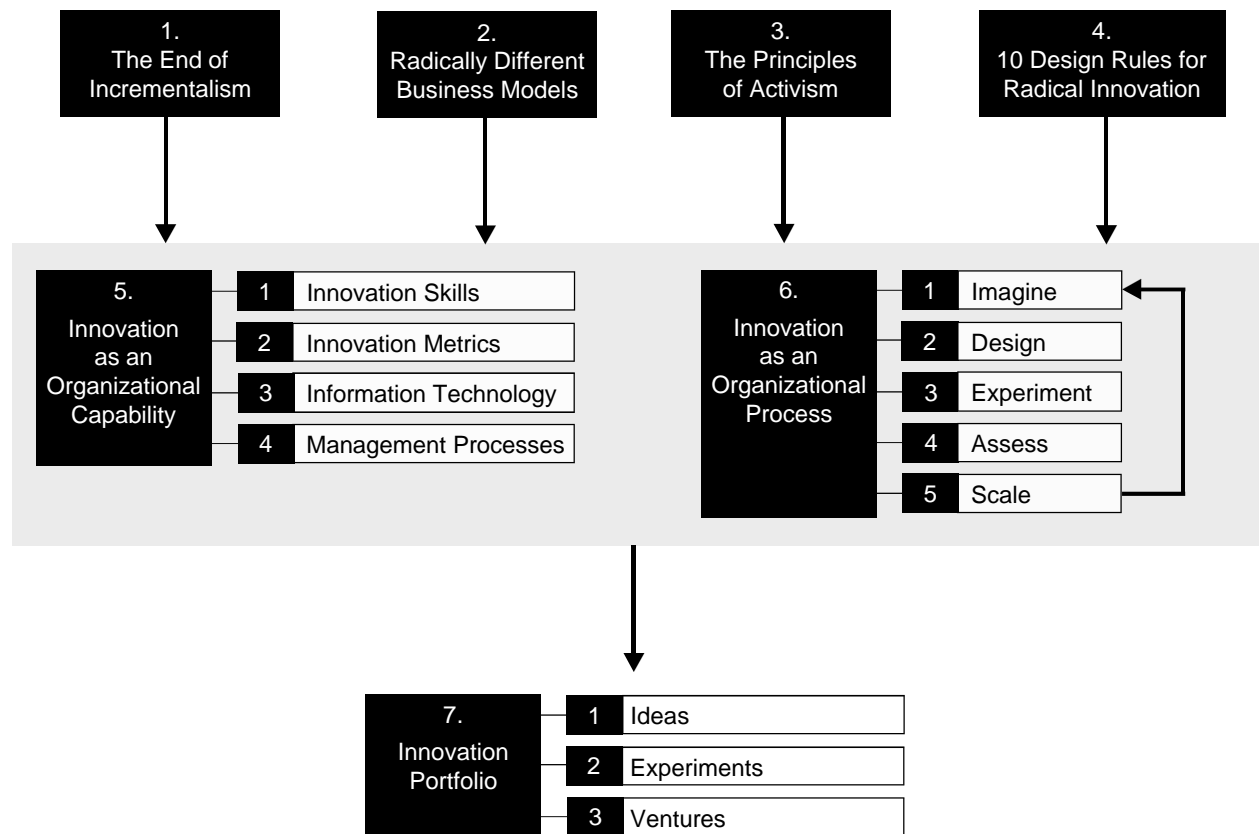
**MAIN IDEA**

To succeed, a business has to reinvent itself again and again – otherwise, it becomes commercially irrelevant. In fact, in the new economy, sustainable competitive advantage is derived from just one source – the ability to develop innovative and radical new business concepts that revolutionize industries. The companies that manage to reinvent themselves and the way they do business regularly always prosper and grow – usually at the expense of less flexible competitors.

Therefore, tune your organization to become adept at developing and growing radical new business concepts. You want to have a portfolio of new business concepts in various stages of development at any one time. To achieve that, innovation must become both a capability and a process within the organization. And that will only happen if everyone in the organization understands:

- Radical and bold new innovations are needed, not incremental improvements on what worked in the past.
- The future will be exploited by dramatically different business models.
- Everyone in every level of the organization can be an activist, driving innovation forward.
- Bold, radical new business concepts follow established, well defined design rules everyone should know.

In total, the fundamental challenge of business is to be continually reinventing the organization and the industries it serves. It really comes down to a very simple maxim – *Develop revolutionary new business concepts and models, or die.* That’s the real competitive advantage of the new millennium.



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