

Disrupting Disruption



disru



**CHANGE
OR DIE.**

November 9, 2019

The Innovator's DNA

Network

Associate



Observe

Question

Experiment

Thinking Like a Futurist

-Marina Gorbis

Forget
Predictions

Focus on
Signals



Look Back to
See Forward

Create a
Community

Uncover
Patterns

Disruption in Every Sector

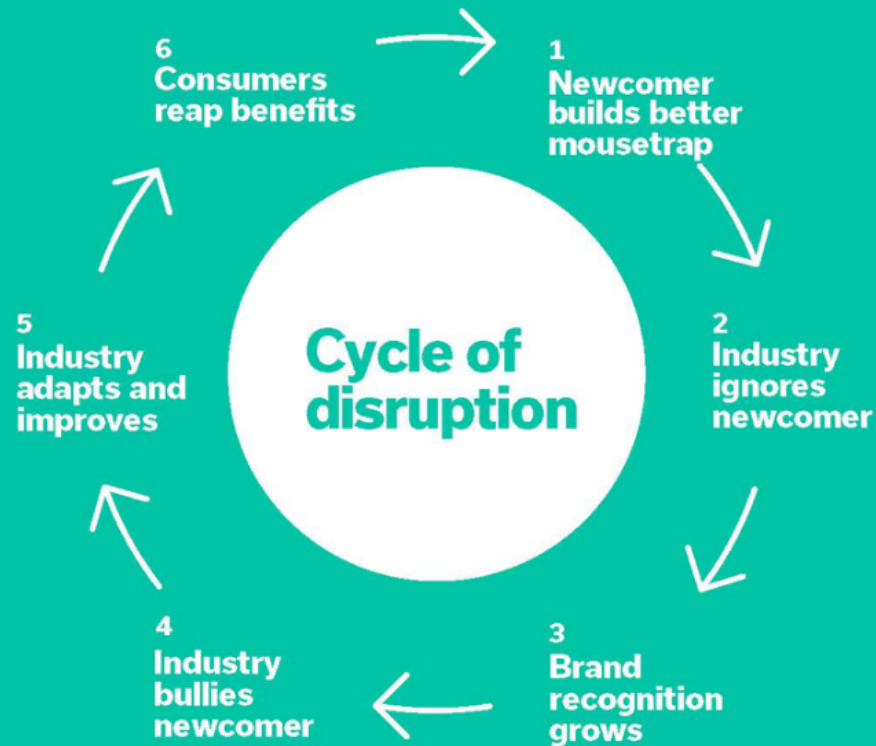
Transactional



Platforms

NETFLIX

UBER

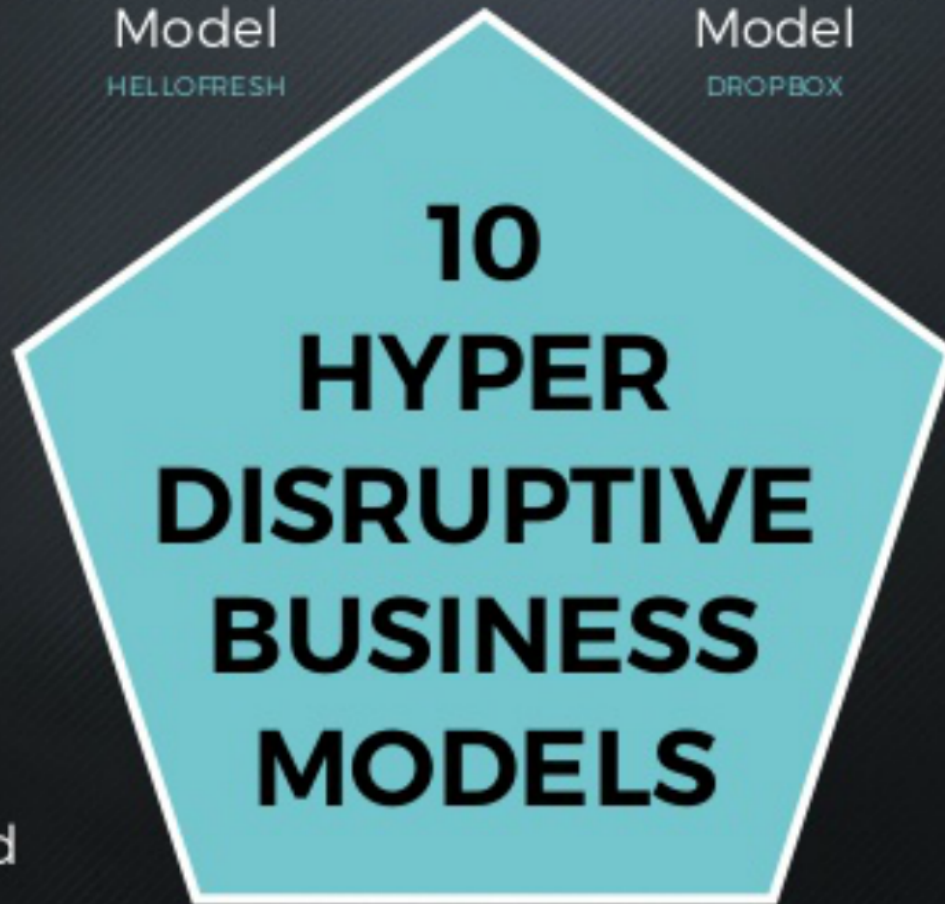


Subscription
Model
HELLOFRESH

Freemium
Model
DROPBOX

The
Ecosystem
APPLE

Free
Model
FACEBOOK



On
Demand
UBER

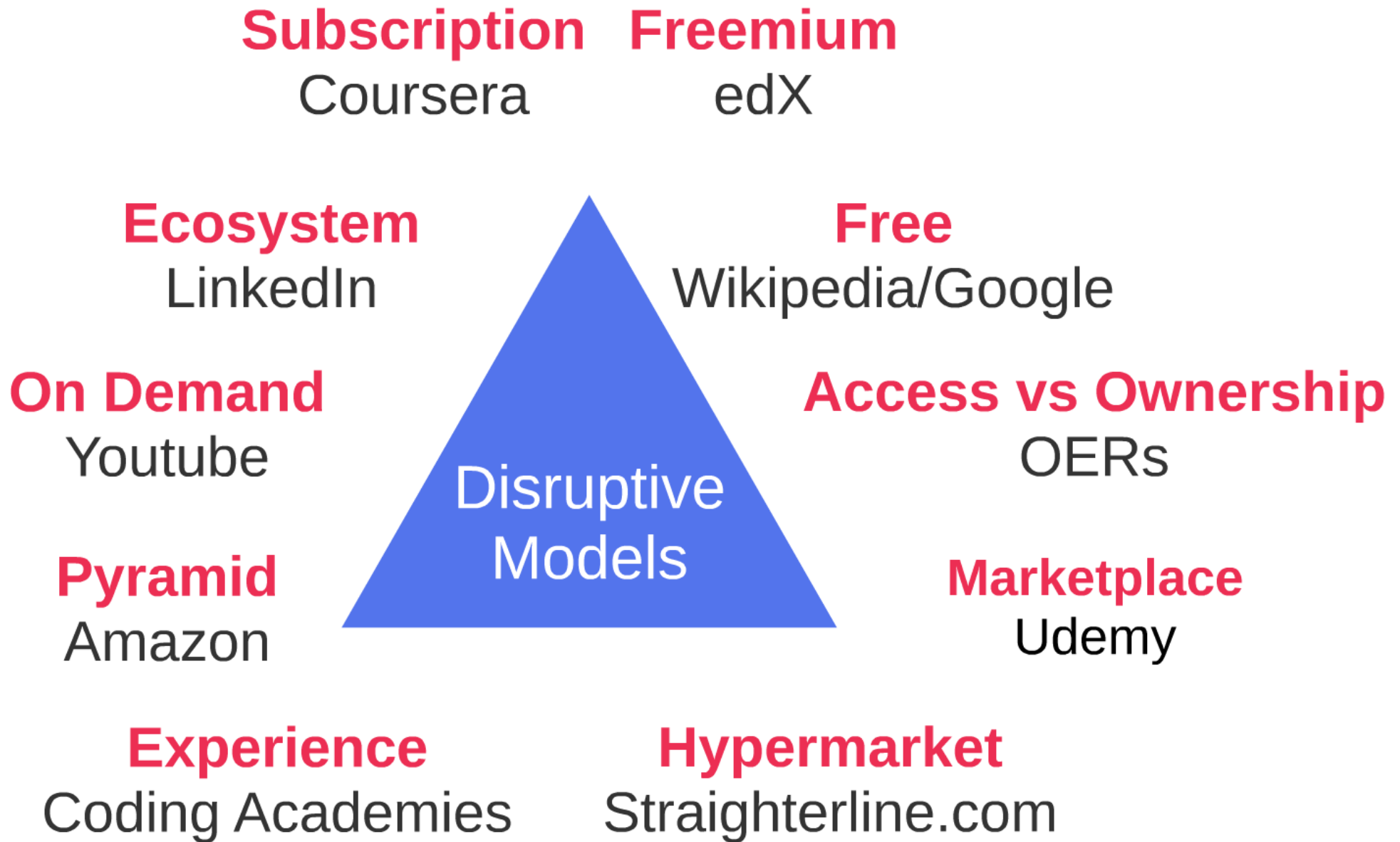
Access over
Ownership
ZIPCAR

The
Pyramid
AMAZON

Market
Place
ALIBABA

Experience
TESLA

Hyper Market
ZALANDO



*Adaptation of P. Smith, 2018 & O'Bear, 2017

Transcript as Learning Currency



Personal learning transcripts

Credly

+

Direct employer access



Situation: Grim

Carnegie Hrs.

Pell
Regulations



Degrees

Transcript

Shared
Governance

State
Regs & Funding



**KEEP
CALM
AND
REMAIN
RELEVANT**

"If you're going through hell, keep going."
- Winston Churchill



Guided Pathways Framework

Four Pillars

1. Data Infusion

2. Meta-Majors

3. Curriculum Mapping

4. Onboard with Career Planning

5. Case Mgmt Advising

6. Wrap-Around Supports

7. Communication Audit

8. Rethink Dev. Ed.

9. Technology Audit

10. Teaching

CLARIFY THE PATH

ENTER THE PATH

STAY ON THE PATH

ENSURE LEARNING

Not a Project, but a Commitment

Community Colleges 2040 Learning Concierge & Social Service Broker?

Career
Coaching

Skill
Upgrades

Online
Options

Social
Capital

Financial
Plan

Mental
Health

Student

Educational
Plan

Transportation

Clothing

Housing

Food

Childcare

How do we approach thinking in a DISRUPTIVE way?

What can you invert?

Red Bull flipped traditional soda cliches.
It's expensive. It tastes bad. It's functional.



What can you deny?

What can you take away from what you are doing?
Didn't see the customer, skip paperwork, no cars by the day.



What can you scale?

Little Mismatched sells socks in sets of three that are mismatched.
socks are sold in Threes not Pairs and they should be mismatched.



Surfacing the Cliches - Practice

Interaction Cliche' - We "Check-in" to a Hotel

What is the interaction?

Describe the touch points.

What can you invert?

What if you what you're doing was the complete opposite of what you are doing?

What can you deny?

What can you take away from what you're doing?

What can you scale?

What can you distort or exaggerate?



Creating a Disruptive Hypothesis

A hypothesis is a reasonable prediction.

A disruptive hypothesis is an intentionally unreasonable provocation.

Provocative "**what if**" questions prepare you to recognize things you didn't notice before and put research and observations together in new ways.

Hypothesis: If you hit a button on a remote and it doesn't do anything, the battery is probably out.

Taking past data to predict the future.

Disruptive Hypothesis: Why does a remote even need batteries?

Taking what you have and creating something new - pattern breaking.