

APPENDIX 1

Digital Disruption Diagnostic

Our Digital Disruption Diagnostic is a tool you can use to assess the threats associated with disruption for your organization, and the strategic response options that are most appropriate.

Complete the worksheet on the next page for your organization:

1. Specify the forms of value that support your current competitive position. Provide examples.
2. Go through the 15 business models (these are described in detail in Chapter 2 of *Digital Vortex*) and assess the current threat level of each on a 1-10 scale, where 10 represents the highest (severe and imminent) threat. Provide examples.
3. Think forward. Given the top business model threats you have identified, what forms of value will you need to compete in three to five years? Provide examples.
4. Identify the defensive and offensive strategies you must follow to achieve your desired future state. Provide examples.
5. Compare your thoughts with those of colleagues.

You may need to repeat the process for different lines of business.

YOUR STRATEGIC RESPONSE

WHICH BUSINESS MODELS THREATEN YOU TODAY?

YOUR VALUE DRIVERS

Examples

Examples


4-5 Years

Now


0-10 Scale

Harvest				
Retreat				
Disrupt				
Occupy				


Free and Ultra-low Cost				
Buyer Aggregation				
Price Transparency				
Reverse Auctions				
Consumption-based Pricing				
Customer Empowerment				
Customization				
Instant Gratification				
Reduced Friction				
Automation				
Ecosystem				
Crowdsourcing				
Communities				
Digital Marketplace				
Data Orchestrator				



Cost Value



Experience Value



Platform Value

Worksheet: Digital Disruption Diagnostic Source: Global Center for Digital Business Transformation, 2015

Source: Global Center for Digital Business Transformation, 2019