# 10 principles for winning the game of digital disruption

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## A high-stakes global game of digital disruption is currently underway.

It is enabled by the latest wave of technology: advances in artificial intelligence, data, robotics, the internet of things, and new software-enabled platforms. As a result, the prevailing business models in every industry could drastically change. For every company, this is an immense opportunity to rethink all aspects of your business, and chart a bold path for success. The answer is to develop a coherent strategy, seeking out the options that fit best with what you already do well.

**Here are ten principles for winning the game of digital disruption,** drawn from the experience of companies that have done so successfully. Read more here.

### Embrace the new logic
Assume there is a logic behind any new entrant's business model. Look freshly at the way you deliver value, in light of what digital technology can do for you.

### Start now, move deliberately
Begin building your new capabilities early. Proceed strategically, rather than frantically and reactively. When the industry's changes finally reach a tipping point, it will seem sudden - but you'll be ready.

### Focus on your right to win
Create one consistent approach to everything you do. To withstand disruption, align your value proposition with your distinctive capabilities and portfolio of products and services.

### Create your customers' future
Gain privileged access to your customers and re-imagine meeting your customers' needs in more fundamental way.

### Price to drive demand
Reduce costs significantly to drive up demand, increase customer adoption, scale up your new business model, and make it difficult for your rivals to compete.

### Profit from overlooked assets
Identify ways to create value from the underused facilities, technological resources, staff time and information that is available for sharing.

### Control your part of the platform
Rely on the technology and capabilities provided by others, carving out a differentiated niche on the vast business-to-business systems emerging now.

### Integrate, don't Isolate
Move toward your new business model with an enterprise-wide digital transformation instead of experimenting on the side with "safe" but quarantined efforts.

### Challenge the rules
Gain leverage by finding obscure gaps in standards and regulations. Orient your practices toward the intent rather than the letter of the law.

### Define a new way of working
Use digital technology as a catalyst to change the way your business operates. Assemble teams that integrate business strategy, customer experience, and technological acumen.

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