



channeling your inner disruptor

WARNING: I'm going to rant a little bit.

I am sick and tired of so-called innovators who talk more about innovation than actually doing anything about it. OK. Rant over. Are you still with me?

If you're still reading, my guess is that you agree with me in some way or another. I don't know where your frustrations come from, but mine come from innovation leaders who are so tied up in data and project management that nothing ever happens. If we're supposed to be thinking boldly about solving critical problems that affect lots of people, how can we be OK with a lack of action? The simple answer is: I'm not. And, you shouldn't be either.

BECOMING THE DISRUPTIVE TYPE

Moving from institutional paralysis to implementing bold solutions requires disruption. But, too often, the word "disruption" scares decision-makers and sends CFOs running for cover. Disruption doesn't mean destruction; it means not being afraid to embrace big new ideas that make good business sense. It doesn't mean throwing everything out and starting over; it means humanizing the problems you're trying to solve and falling in love with the problem. It means enabling people to embrace their inner-disruptive-selves and giving them space to become more passionate about their ability to design and launch game-changing ideas.

So, what exactly does it mean to be the disruptive type? Glad you asked. Keep reading.

THE TEN MARKS OF DISRUPTORS

1. Disruptors Channel Their Passion into Action

Disruptors don't just sit around and talk about disruption. Instead, they make new ideas come to life by focusing their frustrations and passion into action. Though they enjoy a good campfire as much as the next person, they know that sitting around a campfire isn't enough to affect change.

2. Disruptors Engage Empathy

Disruptors commit to not knowing the solution until they've immersed themselves in the stories of the people who are affected by the problem. Embracing empathy means keeping an open mind while observing from multiple perspectives, walking in people's shoes, and not being afraid to go down some rabbit holes in an effort to discover new insights.



3. Disruptors Go "All In"

Disruptors are willing to engage their whole selves in tackling the problem. They fully commit to the process and they're relentless in their pursuit of the best solution. Disruptors are brave in their vulnerability as they dive head first into the deep end of the empathy pool and engage emotionally with the world around them.

4. Disruptors Put the Consumer First

Putting the consumer at the center of the conversation is the only way to affect radical change in the systems and institutions that are holding the consumer and employee experience hostage. That's why disruptors dare to flip the model and take the voice of the customer to a whole new level.

5. Disruptors Work Collaboratively

Disruptors know that they need each other. Tackling big hairy problems requires a coordinated effort from a diverse group of passionate people. They know that different perspectives create healthy conflict, which leads to better ideas. And, they know that the right people have to be in the room to solve the problem.

6. Disruptors Change the System

Instead of wasting time putting out the small fires around them, disruptors focus on changing the system that causes the fires. They are fed up with the symptoms that distract from the bigger problem and they focus on high-impact ideas that are sustainable over the long-term.

7. Disruptors Work Fast and Cheap

Instead of getting bogged down in data and research, disruptors know the right amount of information they need in order to create new ideas. Once an idea is identified as “worth a try,” disruptors test it quickly and cheaply so that they can move on to another idea if the first one isn’t going to work.

8. Disruptors Don’t Fear Failure

Disruptors plan for failure. They build it into their process and give each other huge standing ovations when it happens. Disruptors know that each setback clarifies the problem and tweaks the possible solutions. Failing is just another opportunity to learn, right?

9. Disruptors Are Not Ok with the Status Quo

“Business as usual” is nowhere on a disruptor’s radar. In fact, complacency drives them up the wall. Disruptors ask the tough questions and they allow themselves to be frustrated by people and systems that prevent new ideas from seeing the light of day. Where some people see insurmountable problems, disruptors see opportunities for change.

10. Disruptors Bring the Hot Salsa

Disruptors know that no one comes to the party for the mild salsa. That’s why they push each other to think bigger, badder, and bolder when they fight for change. The typical, complacent, and mundane will not cut the mustard. Big problems require game-changing solutions. We call it the hot salsa treatment.

READY TO JOIN US?

Then rise up,
stake your claim,
and take the Disruptor’s Pledge.

When you do, give us a shout. You get extra points if you put it on a t-shirt, write a song, or make a video.

#disruptorspledge



THE DISRUPTOR’S PLEDGE

As a game-changing disruptor, I hereby pledge to . . .

- Channel my passion into action
- Harness the power of empathy
- Go “all in” and put the consumer first
- Build a league of heroes who will change the system
- Work fast and cheap, fail regularly, and never accept the status quo
- Never be OK with mild salsa



SHAWN NASON, CEO, ECOSYSTEM DISRUPTOR

Believing that the status quo in health care is not sustainable, Shawn has launched a personal mission to disrupt the industry by changing the patient, employee, and provider experience. He’s in relentless pursuit of putting the consumer’s voice first and infiltrating a tired, outdated system with bold, game-changing ideas. He’s the person in the room who is undeterred by convention, unafraid to dream big, and unable to settle for mediocrity.