





## DIGITAL DISRUPTION



Here are my 10 Simple Rules of Disruption — start NOW, just by focusing on what the market wants.

**1 Reject Fear:** if you can't accept that everything will not work and that you need to take the things which don't on the chin so you can celebrate the things that do work, then you best accept the inevitable decline and burial of your business.

**2 Ignore the knockers:** don't listen to the negative soothsayers and gremlins in your head. Do not be afraid to be different, take on the challenges with relish, because this is where the opportunities lie.

**3 Don't Be A Loner:** no one succeeds on their own. Mix with positive people, work with entrepreneurs and cultivate a group of people who are excited by the challenge both inside and outside your business. This critically includes your supporters and your critics.

**4 Niche, Niche And Re--Niche:** continually focus on ensuring your demographic relates to what you offer, who you are and what you believe in. You are looking for the people who do not need selling to, people who 'just get it.'

**5 Simplify Everything You Do: Play dumb.** Who better to listen to than Albert Einstein saying "The art of simplicity is genius. Simple people see as simple what others see as complex." Big takeaway here is the simpler it is, then the easier it is for people to understand and implement, and for them to help you grow.

**6 Be Flexible:** It's all about continual change and hunting relentlessly for refinements. It worked for NASA and in the same way it will work for you. The huge blessing of digitisation mean so many things can be fixed so quickly.

**7 Be Creative:** Make everything you do a true work of art and your tribe will follow you — just look at Steve Jobs and the mistakes Apple's followers have willingly forgiven! Looking at VW's recent sales growth tells me they are going still growing after their mea culpas.

**8 Embrace Risk:** Growth makers are risk takers — it's really that simple, nothing to add. Be a rolling stone and deny moss room to grow.

**9 Kill The Ego** — To embrace change accept your mistakes and encourage honest and valuable contributions from others. You need to let go of ego and be more accepting of criticism as a leader.

**10 Do It: Don't linger.** If you wait to get all the ducks lined up and aren't brave enough to get moving, then have the common sense to give the decision to someone who will. Or join the expanding queue at the gates of the business cemetery!

For best practice, when it comes to disruption and growth, franchising is frequently mentioned. It's a classic crucible of innovation and disruption, always has been and always will be. But mysteriously, this great value within the industry is ignored by business and government alike. The truth is, there is nowhere that such a low investment can get you to market so quickly, so simply, and so effectively. And often it is through embracing change and refining the franchise by embracing the collective intelligence that comes from the unique dynamic of franchisor and franchisee sharing the common good. **FB**

### Still have doubts as to which way you are going?

Read Jim Penman's book about lifting himself up and founding Jim's Group after previously going broke, or Tom Potter's on taking dough made in store to regional Australia. Lesser known, fresh examples include Xpresso Mobile's thriving coffee shop on wheels, New York Slice authentic NY craft pizza, and more recently National Drones CASA approved UAV's, Base Zero mobile rock climbing, and coming soon 'Soothe Mobile Massage' franchise servicing the elderly in hospitals and nursing homes.

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