

# Join the disruption!

Franchising expert Brian Keen encourages entrepreneurs to  
 “Be a disrupter and join the new winners!” By Brian Keen



**“W**hat keywords have been uppermost in business commentary so far this year?” In searching for a topic for this article, I asked this question at the recent Franchise Expo in Sydney. And there were three clear favourite responses – ‘change,’ ‘innovation,’ and ‘fear.’

Change because we hear it constantly, innovation because it is ‘the’ current buzzword, and fear because business seems to be preoccupied with it, stifling change, innovation and thus, future growth. It was even the topic of a recent Tony Robbins podcast.

I am convinced the world is gripped with fear, a post-GFC hangover that is ‘trusted on’ and businesses have to work together to right the ship or we face an economic and social Titanic.

Interestingly, change and innovation are the two key drivers that account for the phenomenal success of franchising.

My next question was “What’s the topic that’s having the biggest impact on business right now?” It’s my favourite, in fact my hobby – “disruption.”

Change is our way of life and we have to use it as a driving

force for growth, and disruption is the new ‘black’. It is not going to go away.

Disruptive marketing is trending and I have found examples across the spectrum inevitably impacting every business very soon if not already. If you doubt this, look at the impact worldwide that Irish minnow airline Ryanair had when launching super cut-price fares in 1991. They put the industry in a spin and today they’re the biggest and most profitable airline in Europe.

Business needs to respond super-quick and not get caught out like the taxi industry with Uber or B&Bs and hotels with AirBNB – and there are new ones launching every week!

But you don’t have to be a biggie to launch new ideas—take the classic disruptor Richard Branson, a student launching Virgin with the scatty idea of his magazine followed by his record shops. And look at him today!

So come on - how can you be a disrupter in your industry?