RON TITE'S "THE COUP"

LEADING AND CREATING DISRUPTION IN YOUR ORGANIZATION

In the blink of an eye, unknown and inexperienced insurgent forces are coming from out of nowhere to topple the establishment. Market leaders are surrendering share. Corporate institutions are being overthrown. Legends are falling. This radical change has been defined as "disruption". It's not disruption. It's a coup. A coup is when someone wrestles control from the establishment by meeting the needs of the oppressed. Here's how you can lead one in your organization.

Create a coup. Don't copy one.
We see great examples of real disruption and within the blink of an eye, others rush to copy the rules they followed with an expectation of achieving the same results. Rules don't create brilliant results. Brilliant results create rules that others extrapolate.

Assembly Line vs Concept Cars.
While political coups can overthrow leaders and cause chaos, internal disruption can't completely turn their backs on their legacy business. At a minimum, it delivers cash flow to fund the transformation. Put whatever you're currently doing on an assembly line with clear roles, clear metrics, and absolute efficiency. Treat new activities as concept cars developed off the assembly line so they don't create chaos in the broader organization. Embrace failure with concept cars. Penalize it on the assembly line.

Be a Rebel With a Cause.
Shaking things up with random acts of rebelliousness are unfocused and unsuccessful. Wrap your anti-establishment in a flag of corporate purpose.

Be a Court Jester.
Comedians provide insights and observation about life. You need to apply that same thinking to your organization to identify what needs to be fixed. Comedians explore, "What's the deal with…". Do the same. If a coup meets the needs of the oppressed, you need to find out why people feel oppressed.

Build Grass Roots Support
Get people on your side. Not by pitching but by asking. Find their pain points. See what their promised land looks like. Then, work it into your plan.

Be Creative
Coups solve problems. Successful coups solve them in creative ways. Develop a solution that's so unique, the establishment won't even see it coming.