



# Bob Roitblat

*Purveyor of Fine Ideas & Experience*

## ***Be the Disruptor, Not the Disrupted***<sup>TM</sup>

*Customizable, Interactive Keynote, Half-day or Full-day Masterclass,  
or Remote One-to-many Digital Presentation*

### **Why attend this program:**

If your industry has yet to be disrupted, chances are it soon will be as the rate of market disruption is accelerating. The window for taking advantage of disruptive opportunity is rapidly closing. The lead time you thought you had to effectively respond to disruptive threats is getting ever shorter.

Incumbent organizations perpetually face the risk of being disrupted by new entrants aiming to capture marketplace leadership through new technologies, business models, or approaches. They also face the challenge of remaining relevant to the customers and markets they serve today, while also preparing for the unknown, unexplored markets of tomorrow.

With this program, participants leave with specific strategic and tactical action plans for how to defend against disruptive threats to their core business and sources of differentiation. Participants also learn strategies and tactics for discovering and exploiting new, uncontested markets and other disruptive opportunities.

### **Key Takeaways:**

During this experiential creativity jam session you will laugh, learn and leave knowing how to:

- \* Identify the strategic choices necessary to thrive in an industry ripe for disruption.
- \* Identify and harness disruptive opportunities.
- \* Reference and apply various disruption strategies, each with its own unique set of opportunities and defenses.
- \* Defend against someone else unleashing their disruptive efforts against your organization.
- \* Recognize disruptive warning signs; what shapes new threats are likely to take, and what particular disruptive strategies your industry and market are most vulnerable to.

### **Meet Your Presenter:**

For more than three decades, Bob Roitblat has innovated, nurtured, developed and successfully exited more than a dozen businesses. He uses his business experience combined with his experience as a competitive sailor to help leaders develop business skills that are effective whether the seas are calm or storms are raging. He is a TEDx speaker, author of several books, numerous magazine articles, and is a regular contributor to several blogs. Bob is able to think on his feet and engage your participants with thought-provoking stories, examples and humor.

**Bob Roitblat**

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“If you want to solve problems that move the needle of your organization, check out Bob’s presentation.” *Amanda Huang, Continental Underwriters*

“Real world practical application. No baloney!” *Kurt Mische, KNPB TV-5*

“Very nice, interactive talk that stirs up ideas for continued growth.” *Tony Supanish, Synergy Consortium Services*