







# How to Break Orthodoxies

Worksheet

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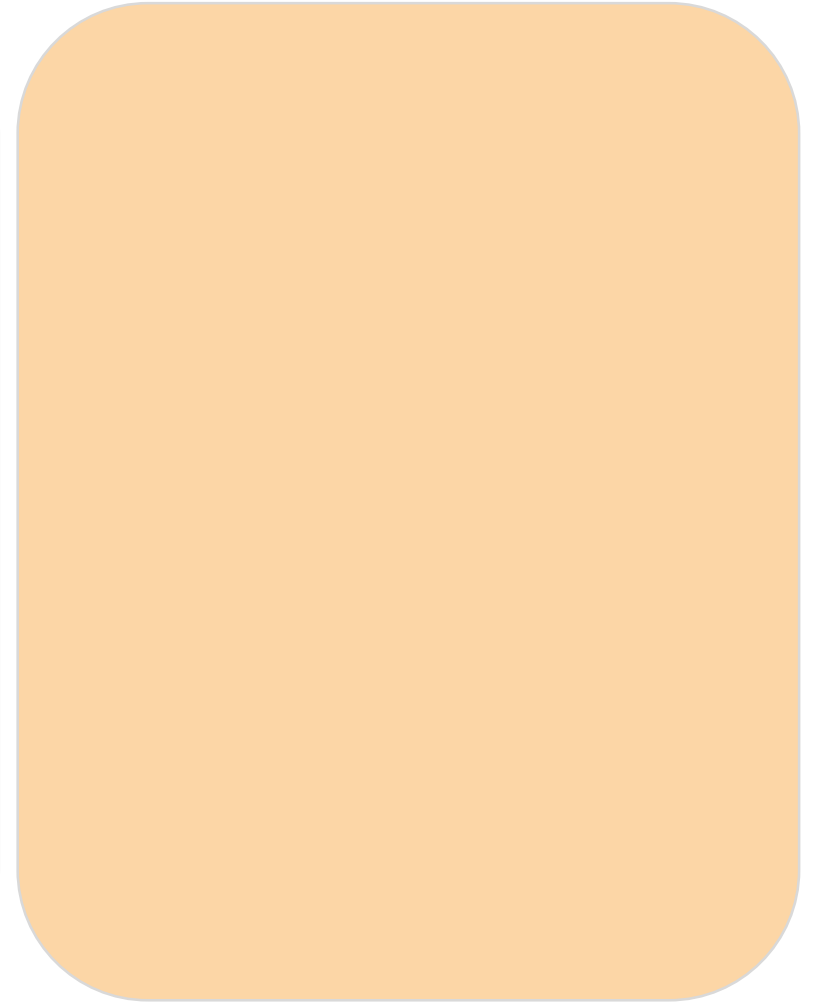
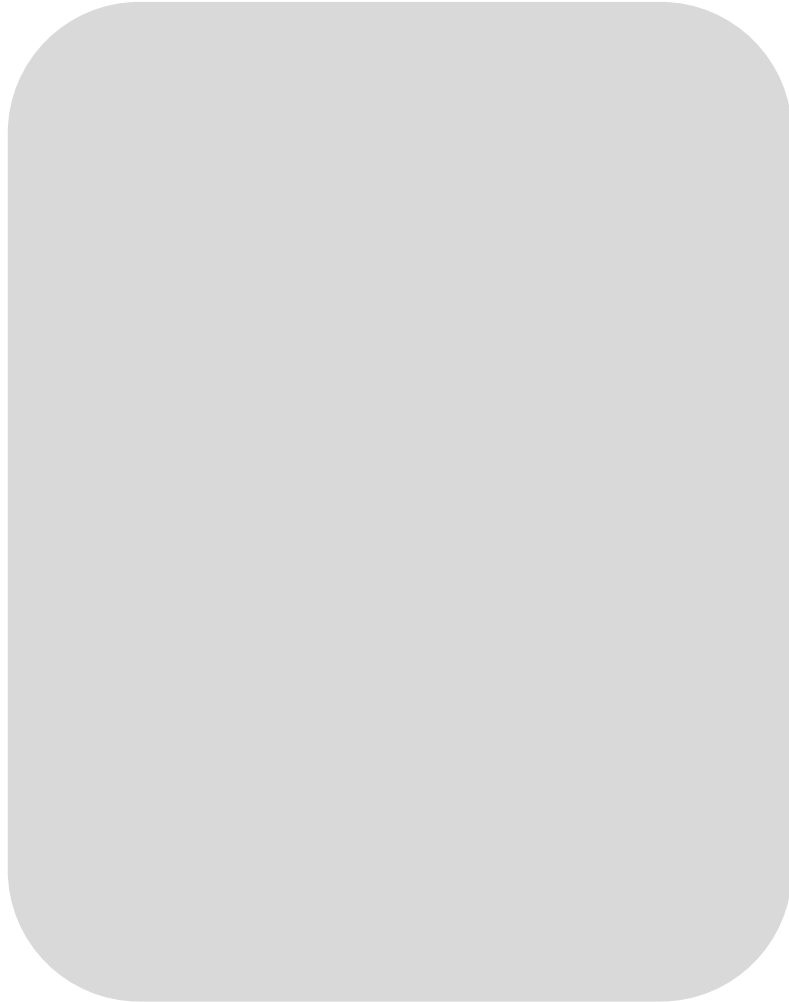
1. Introduction and instructions
2. Identify the Orthodoxies, what tech undercuts them and what the result would be
3. If a competitor broke the orthodoxies, what would happen?
4. How to become this competitor?

# Introduction

This worksheet is designed to help you identify and overcome some orthodoxies in your business. Every business has orthodoxies and assumptions, which limit their creativity and innovation. This can inhibit digital adoption and transformation, which requires out-of-the-box thinking. If members of your organization hold orthodoxies too closely, they may resist some change that you are attempting to pursue. This problem is troubling in that it's entirely natural; human beings are prone to patterns of thinking and change-resistance. This sheet will help identify key orthodoxies, at any given level or function of business, and find ways (and moreover a motive) to overcome them. This exercise will require critical thinking and brainstorming. It may also require a pen and additional paper.

# Orthodoxies at work

For this exercise, list three key orthodoxies for your business in the first column. This includes what they are, how they affect your business, and why they came to be. In the second, identify any technologies that may undermine these orthodoxies. In the third column, identify what new orthodoxies might emerge alongside these technological advancements.



# Fierce Competitor

For this exercise, take the new orthodoxies you have identified, and apply them to a hypothetical “fierce competitor”. State where they do business, how they achieve their business goals, and what capabilities they would need to “win”. For this example, “winning” would be what it would take to leverage the new orthodoxies.

Where

How

Capabilities

# If the competitor wins...

For this exercise, assume that the competitor from before succeeds in their strategy and changes the orthodoxies. What benefits could they expect? What would happen to Your company in its current state? Across the industry? For the labour force? For customers? For capital markets and regulators?

Competitor

Industry

Your as-is company

Labour Force

Consumers/customers

Capital and regulators

# How to become this competitor

For this exercise, look at the “fierce competitor” from before. How can you become this company? Where do you need to compete, how do you need to change your business, and what capabilities (people and tech) do you need to accomplish this?

Where

How

Capabilities