

The Virtual Disrupt Experience...



Client need

During these unprecedented times, the leadership team at a leading financial services firm was in need of a "jolt" to inspire them to consider whether or not their mindset was sufficient for the challenges that lay ahead - especially as some of these are accelerated by the pandemic. The firm partnered with BTS to prepare themselves for the future...



The solution...

The BTS Disrupt Experience is a repeatable and scalable technique organizations can use to craft thought experiments and provocative, but highly structured, discussions to help visualize the future we assume and how we might prepare for it today.

Participants...

- **Reflect on the future of their business by transporting themselves to a world of digital disruption.** Specifically, they are "recruited and on-boarded" to a company which mirrors theirs, and immersed into a deeply customer-centric and innovative culture.
- **Begin to think very differently about how to disrupt their industry** by exploiting speed, digital technology, deep customer insights, and disciplined rule-breaking to outpace traditional players.
- **Practice and internalize the "Growth mindset"** and related tools used by the fastest moving and most innovative companies in the world.



Results

"This program is awesome. I've never seen this level of engagement from the executives... this experience is second to none."

- Lamont Young, Executive Vice President, Head of Digital, Citizens Financial Group, Inc

"Thanks BTS, you changed our minds on digital. A great 3 days in the virtual realm."

- Senior Executive, Sage

The BTS team rose to the challenge in a way that created something great, something that did not exist, and something that made a difference, significant differences that helped align the company as we have never seen before.

- Anonymous

Leaders learn and practice the playbook for **leaning-in** to digital disruption

Episode 2: Explore & Define

Advanced design thinking to discover unique insights into user opportunities

Tools: Design Thinking tools and techniques

Episode 4: Refine

How to refine solution sets and testing & learning fast

Tools: Idea Flow, distance from field

Episode 6: Winning as Ourselves

We break the simulated narrative and ask: What disruptor principles can we bring back to our day-to-day reality? What needs to shift in our way of working to make this happen?

Tool: 3-Box-Framework

Episode 1: Opening & Future-Back Thinking

Executive opening for context, relevance and expected results

How to read weak signals and explore where the industry might be going

Tools: Playbook, Future Storming

Episode 3: Ideate

Divergent thinking and provocation to ideate new solutions to user opportunities

Tools: Provocation tools and techniques

Episode 5: Disciplined Experimentation

How to test & learn, fast & cheap to stay ahead of the change curve

Tools: Disciplined experimentation techniques

The virtual journey consists of six episodes of 120 min each. Our preferred meeting platform is Zoom, but we're not limited to this platform.