



# **11** Laws **of** **Disruption**

**This slide show  
sets out 11 laws  
of disruption.**



**introduction**

**1**

**Disruption is not a perpetual state. Perpetual disruption is chaos.**



**not a perpetual state**

**2**

**The biggest catalyst for disruption isn't dissatisfaction with the status quo, it's the decision to drive change.**



**decisions drive change**

**3**

**Disruption is not a series of processes, it is a state of mind and a way of thinking.**



**a way of thinking**



**4**

**Do not create a disruptive environment if you cannot survive in a disruptive state.**



**survival skills**

**5**

**With disruption,  
don't expect  
people to  
understand what it  
means, if you do  
not explain why  
it's happening.**



**explain why**

**6**

**With disruption, if you don't know where it will take you, you won't know when you arrive.**



**clear objectives**



**7**

**With disruption, if you wait for it to happen, then nothing will change.**



**don't wait for it**

**8**

**Disruption is not  
an instruction.  
Saying it does not  
produce it.**



**you need action**



**9**

**Disruption will only take you as far as your appetite for change.**

**appetite drives change**

**10**

**Disruption cannot produce what you want if you don't know what you are looking for.**



**know what you want**

**11**

**Disruption cannot solve a problem that you won't acknowledge is there.**



**acknowledge problems**

# believernomics



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