

Business Model Renewal

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CHAPTER 1: DEFY BEST PRACTICES

- [IBM Centennial video](#)
- [Alexander Osterwalder \(author of Business Model Generation\) speech snippet](#)
- [Mark Johnson \(author of Seizing the White Space\) interview](#)
- [Porter interview on the five competitive forces that shape strategy](#)
- [Kay Plantes blog](#)

CHAPTER 2: DEFINE A GROWTH AGENDA

- [Panel discussion with Booz & company on Growing the Core business](#)
- [Michael Porter speech snippet on strategy](#)
- [Business Plan Tips: Blue Ocean Business Strategy](#)
- [Scott Anthony discussion on disruptive growth](#)
- [Dateline Interview with Shai Agassi on transforming the automotive industry](#)

CHAPTER 3: FORESIGHT - BETTING ON TURBULENCE

- [Steve Tighe speech segment on strategic foresight](#)
- [Overview of Shell Global scenarios as part of scenario development](#)
- [Description of prediction markets](#)
- [Best Buy's use of internal social media \(replaces prior prediction market video\)](#)
- [Michael Dell discussing the company's use of crowd sourcing](#)
- [Information on the futures studies program at the University of Houston](#)

CHAPTER 4: INNOVATION – LOOKING FOR NEW BEGINNINGS

- [Xerox contributions to the computer industry during the 1970s](#)
This is actually a combination of two videos. Start watching it at about 5:17 minutes (the screen shows a Xerox corporate sign). Continue watching to the end. It will automatically move to another video that continues the story. This segment ends at about 5:09 minutes.
- [Henry Chesbrough discussion on open innovation](#)
- [Benefits and drawbacks of ethnography](#)
- [IDEO redesign of the shopping cart from ABC Nightline](#)
- [Six video tutorials on lead user research based on work by Eric von Hippel](#)

CHAPTER 5: DECISION MAKING – DETERMINING DIRECTION

- [Speech snippet from Roch Parayre on how to evaluate decision quality](#)
- [Speech snippet from Patrick Dixon on institutional blindness](#)

CHAPTER 6: CONTEXTUAL LEADERSHIP

- [Interview with Daniel Goleman on social intelligence and leadership](#)
- [Example vision statement by Gregory Peck from “Other People’s Money”](#)
- [Example vision statement by Danny Devito from “Other People’s Money”](#)

CHAPTER 7: DYNAMIC STRATEGY, BUSINESS DESIGN, AND STRUCTURAL ALIGNMENT

- No hyperlinked videos

CHAPTER 8: THE PEOPLE SIDE OF ALIGNMENT – CULTURE AND ORGANIZATIONAL CHANGE

- [Ray Anderson \(CEO of Interface\) explaining how he gained buy-in for his vision statement](#)