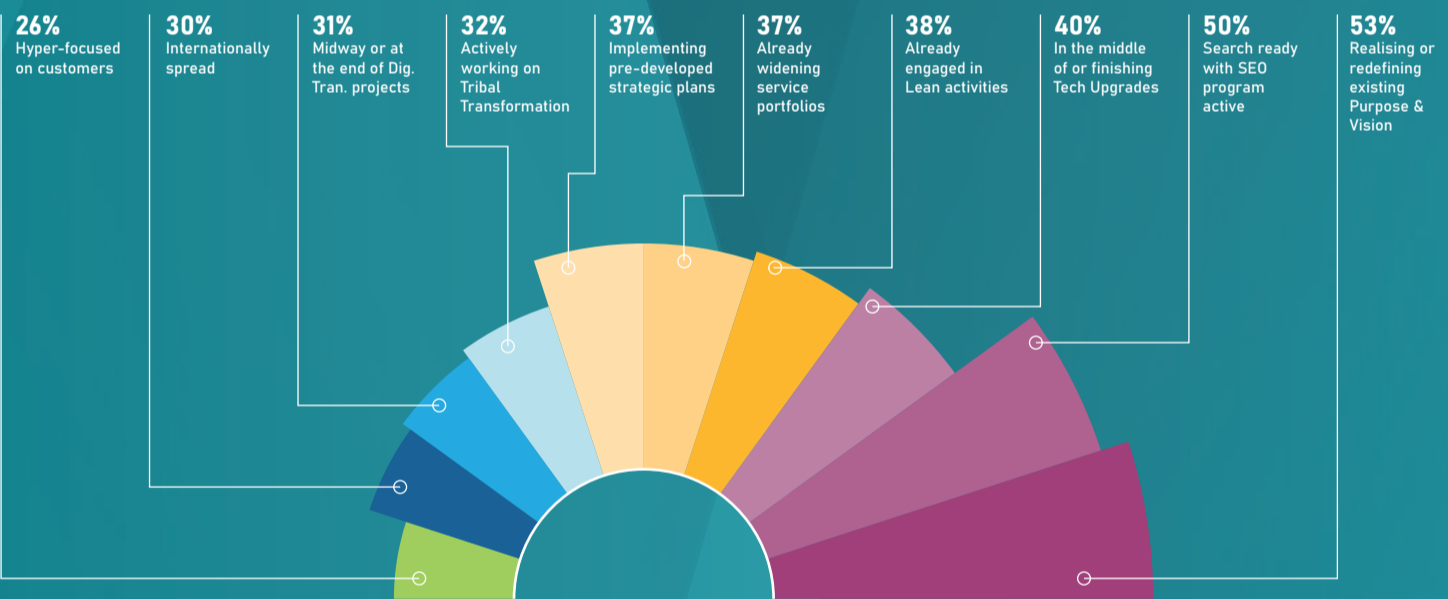


DISRUPTOR'S TOPMOST PRIORITIES

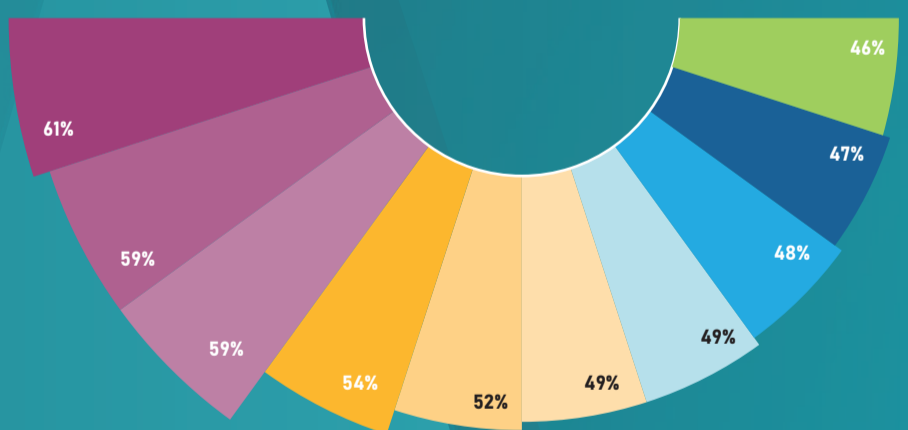
Disruptors are winning new market share by implementing these transformations, having already completed other transformation successfully.



DISRUPTION PROOFING PRIORITIES

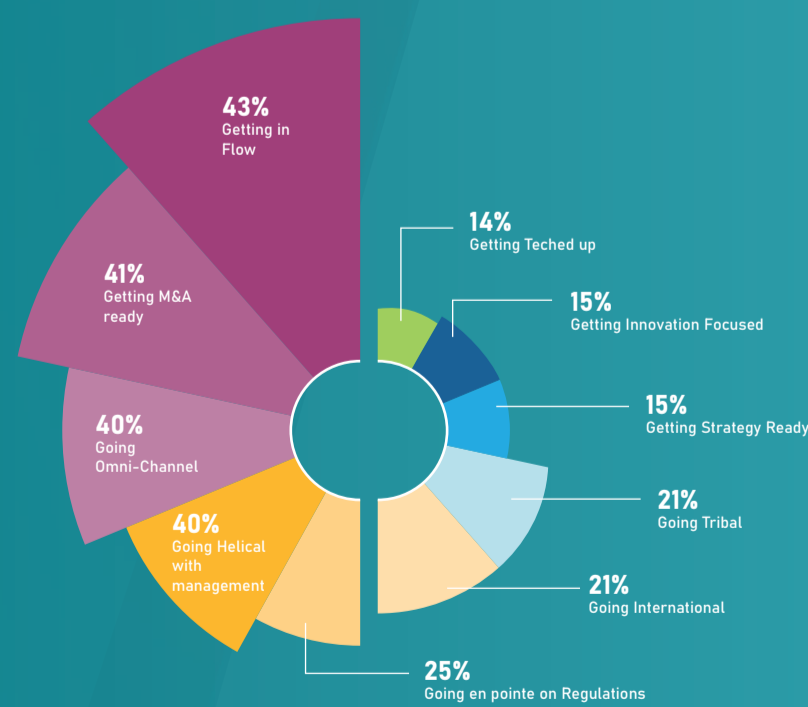
Those looking to become future-ready are working on these top 10 transformations in 2022 with other transformations to follow right after

- Going Hyper-Focused on customers
- Getting Digital Transformation right
- Going wide with Niches
- Going en pointe on Regulations
- Going Tribal
- Getting Innovation Focused
- Going Lean and being Agile
- Going International
- Getting Strategy Ready
- Getting Teched up



QUICK WINS SOUGHT BY THE REST

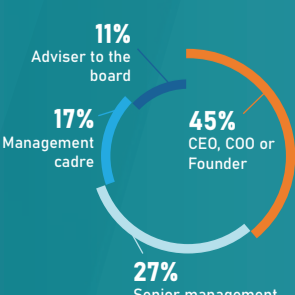
The businesses that believe they cannot be disrupted are working on these 10 transformations and none or very few of the other transformations



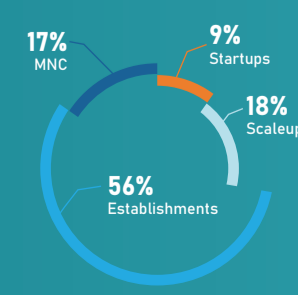
It comes as no surprise to us that even in today's day and age there are businesses that believe they cannot be disrupted. While they are no longer outnumbering those that believe in becoming disruption-proof or transforming into disruptors, there are still a considerable number of them out there.

More interestingly, while they do not believe they or their markets can be disrupted, they are taking action in certain areas that are more public-knowledge transformations that are considered as industry standards. Whether these few transformations will be sufficient, or will these businesses actually get disrupted, only time will tell.

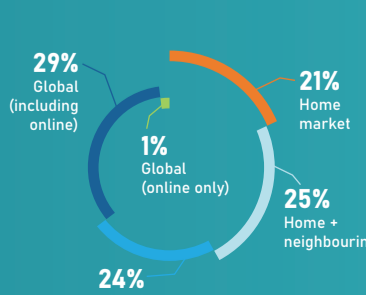
Seniority of survey respondents



Maturity of respondent's organizations



Respondent's market reach



Number of employees in respondent's organization

