Category

Strategy

Strategy for Emerging Technologies & Disruptive Innovation Waves Playbook

Scanning, evaluating, and timing entry into emerging technology waves without chasing every new trend

- Executive
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for systematically scanning emerging technologies, evaluating genuine relevance and timing for your business, and deciding when to invest, watch, or ignore — rather than reacting piecemeal to whichever technology is currently generating the most industry buzz.

How is this different from a general innovation strategy?

General innovation strategy covers your own initiative pipeline. This playbook is specifically about scanning and responding to technology-driven disruption originating outside your company — emerging technologies that could reshape your industry regardless of what you build internally.

How do we avoid both over-reacting to hype and under-reacting to

real disruption? This playbook's core discipline is separating genuine signal (adoption evidence, capability maturity, relevance to your specific business) from hype (media attention, competitor announcements without substance) — covered explicitly in the framework below.

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