Category

Strategy

Strategy for Industry Convergence & Blurring Sector Boundaries Playbook

Positioning strategically when your industry's boundaries are dissolving into an adjacent one

- Executive
- Advanced
- Template Included

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- 4 minute(s)

Overview

A framework for recognizing when industry convergence genuinely threatens or creates opportunity for your business, and deciding whether to defend the traditional category boundary, expand into the converging space, or reposition entirely.

How do we know if convergence is a genuine threat/opportunity versus

just industry commentary? Look for concrete evidence: are customers actually evaluating your category against a converging one in real purchase decisions, or are competitors from an adjacent category actually winning deals against you? Convergence that shows up only in industry conference talks isn't yet a strategic reality worth major repositioning.

Should every company respond to industry convergence by expanding

into the converging category? No — sometimes the right response is defending a more focused position within the traditional category even as its boundaries blur elsewhere, which can be a legitimate strategic choice if defended deliberately rather than by default inertia.

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