WINNING THE BATTLE FOR RELEVANCE

WHY **EVEN THE GREATEST** BECOME OBSOLETE...
AND **HOW TO AVOID THEIR FATE**

@ Michael_McQueen

BANKRUPTCY BINGO

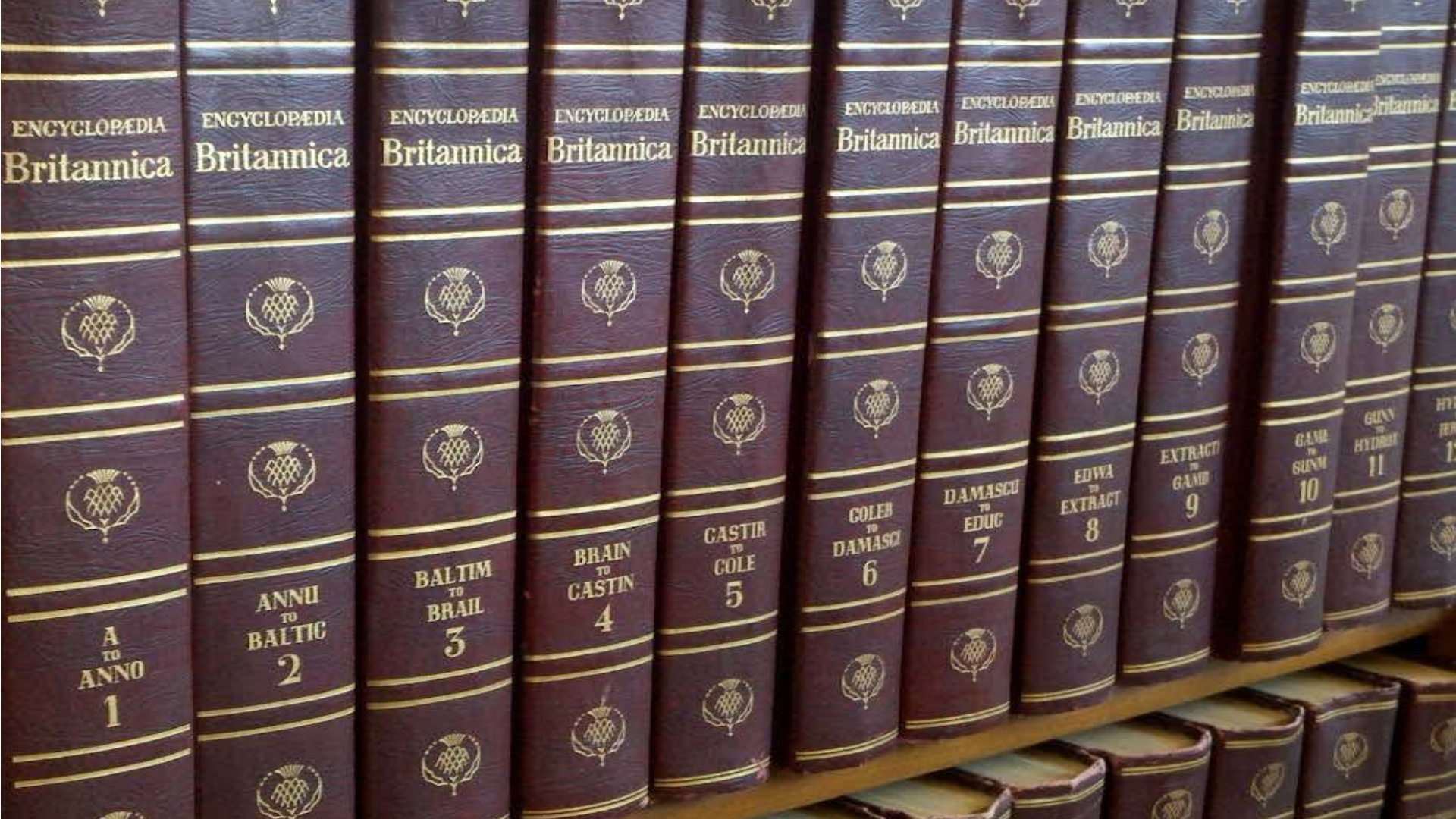
K _ d _ k	B _ r d _ _ s
S _ A B	A _ a r _

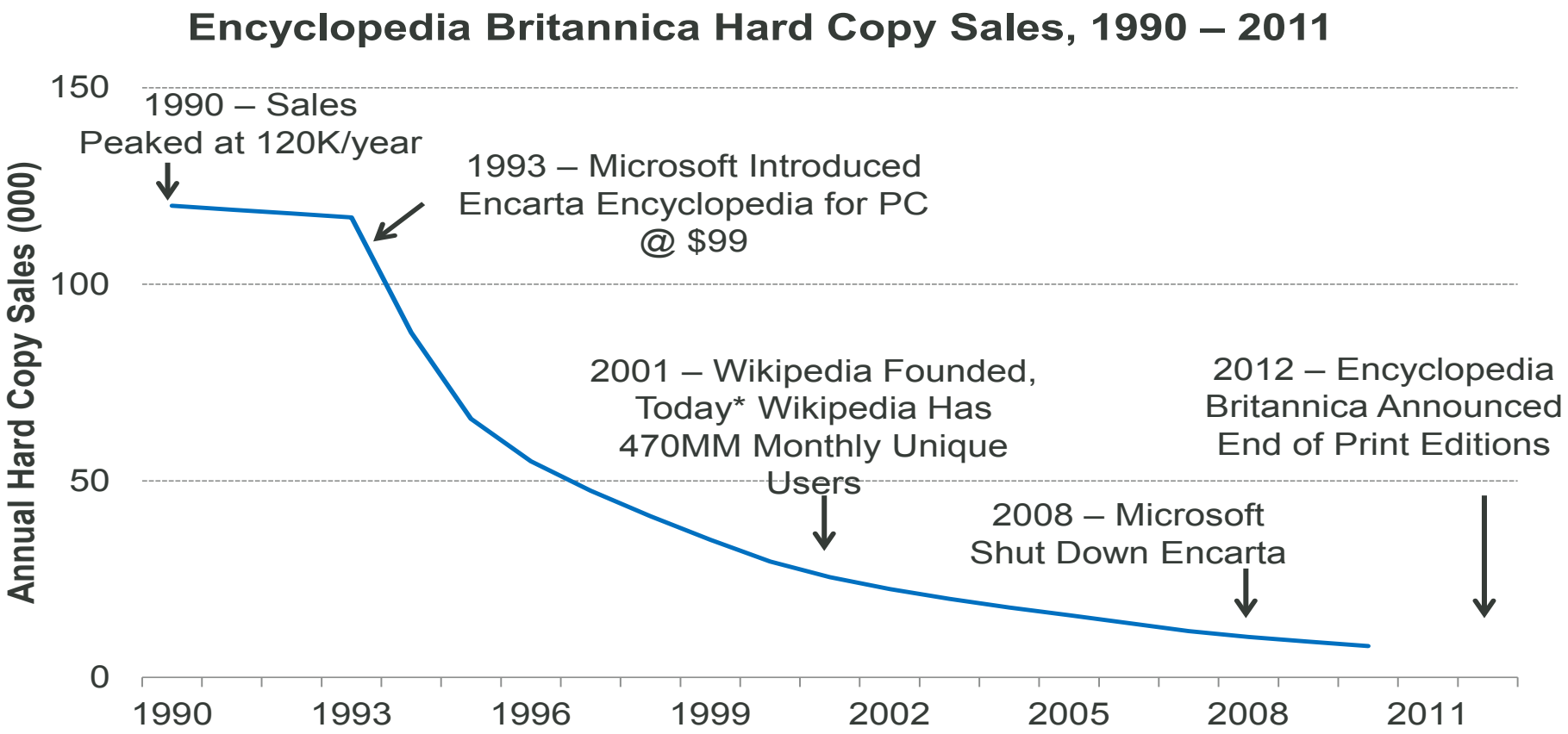
Kodak	Borders
SAAB	Atari

Kodak
Darrell Lea
SINCE 1927
ATARI
BlackBerry
Payless
SHOESOURCE
HMV
myspace
NETSCAPE
mothercare
BORDERS
palm
BLOCKBUSTER
altavista
SAAB
BILLABONG
AllansMusic
NORTEL
Pixi Foto

Shift Happens…

Technological Shifts


ENCYCLOPÆDIA
Britannica
A TO ANNO 1
ANNII TO BALTIC 2
BALTIM TO BRAIL 3
BRAIN TO CASTIN 4
CASTIR TO COLE 5
COLEB TO DAMASCI 6
DAMASCU TO EDUC 7
EDWA TO EXTRACT 8
EXTRACTI TO GAMB 9
GANE TO GUNM 10
GUNN TO HYDRAR 11


Encyclopedia Britannica Hard Copy Sales, 1990 – 2011
Annual Hard Copy Sales (000)
150
100
50
0
1990 – Sales Peaked at 120K/year
1993 – Microsoft Introduced Encarta Encyclopedia for PC @ $99
2001 – Wikipedia Founded, Today* Wikipedia Has 470MM Monthly Unique Users
2008 – Microsoft Shut Down Encarta
2012 – Encyclopedia Britannica Announced End of Print Editions
1990
1993
1996
1999
2002
2005
2008
2011

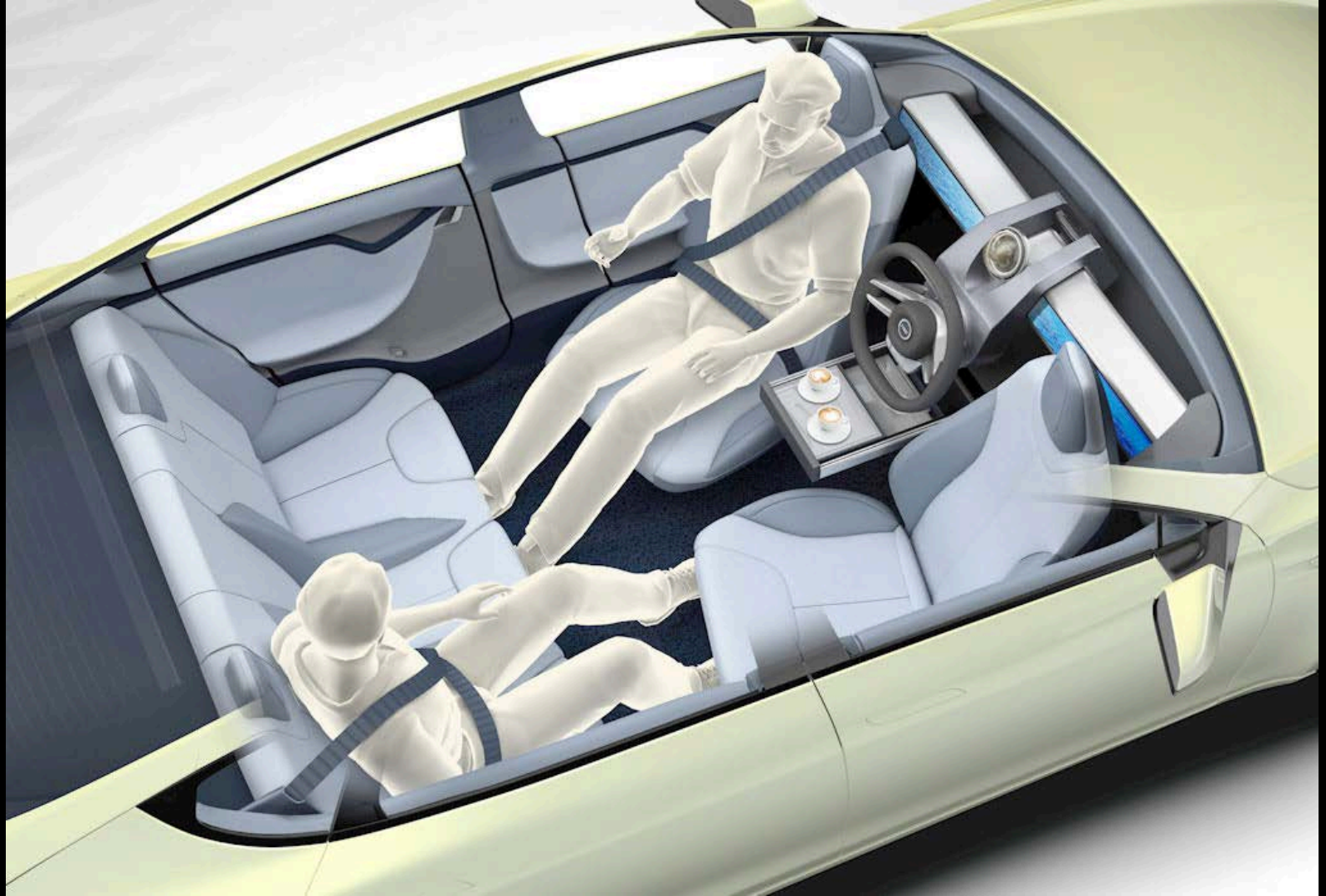
MakerBot Replicator 2

NOKIA
2
1
Smart Shoot
People
Nokia City Lens

MINK

CLIPSAL®

every room, every home



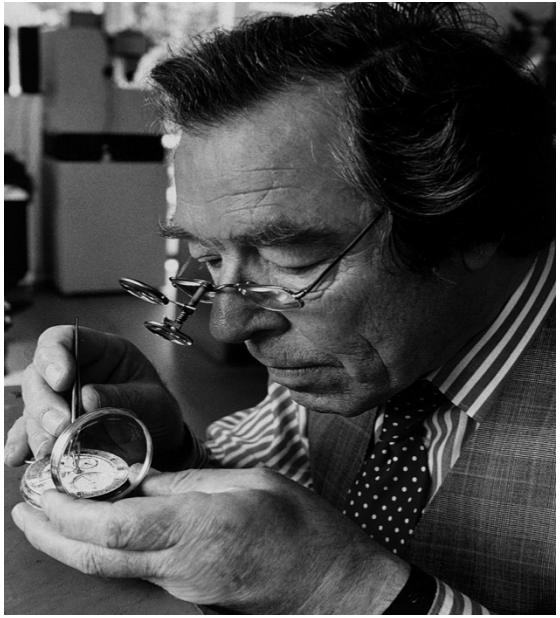
Market Shifts

Aero Watch
Neuchâtel

HERBELIN
NEWPORT TROPHY

1970

Employment: 90,000
Manufacturers: 1600



1985

Employment: 28,000
Manufacturers: 600

Schleicher HARDWARE
2317
ELECTRICAL SUPPLIES
LOCAL DEPOT
We Cut Glass
ROCK SALT
LAMP REPAIR
CORD PLUG
ROCKET
ETC.
2317
SARBETE

Demographic Shifts

GÉNÉRATION Y

Ella Baché
Paris

PARIS
Ella Baché

Legislative Shifts

FLORIDA LOTTO XTRA
$12 Million
FLORIDA MEGA MILLIONS
$12 Million
POWERBALL
$40 Million
MEGA MONEY
$550,000
FLORIDA
POWERBALL
POWERPLAY
$40 Million
Next estimated jackpot for 05/22/2013
DELL
FLORIDA LOTTERY
CHECK TICKETS HERE
Lottery
DID YOU WIN?

Four Key Shifts

1. Technological
2. Market
3. Demographic
4. Legislative

DUPONT
Coca-Cola
NCR
PEUGEOT
AMERICAN EXPRESS
CORNING
CONVERSE
Chuck Taylor
ALL STAR
Disney
BOSCH
CHANEL
LEGO
Ford
BASF
Cadbury
FABER-CASTELL
since 1761
Schneider Electric
MAMBO
IBM
HYUNDAI
Wittner
Kellogg's

SUPER MARIO 3
SUPER MARIO BROS. DUCK HUNT

LEGO
STAR WARS
THE VIDEO GAME
3+
www.pegi.info

LEGO
UNIVERSE
MASSIVELY MULTIPLAYER
ONLINE GAME

LEGO
Friends
Ages/edades
6-12
3189
Heartlake
Stables
416 pcs/pzs
Building Toy
Jouet de Construction
Juguete para Construir
Bella
Niki
Mia
Katharina

1. Re-Calibrate

SWISS ARMY
RECTA
SWISS MADE

Kodacolor II
COLOR NEGATIVE FILM
09/1983
85019
CAT 165 2916
C126-12
KODAK
INSTAMATIC X-15
camera
Kodak
MADE IN CANADA

Save your happy memories with a Kodak
KODAK
AND
BROWNIE CAMERAS
Help to Make the Christmas Merry
No. 2 Brownie Camera
Girl can Make Good Pictures with the Brownie Camera.
EASTMAN KODAK CO.,
ROCHESTER, N. Y.
NEW FROM KODAK
Cameras give you
with Brownie ease!"

PROCESS K-14
Kodachrome
25

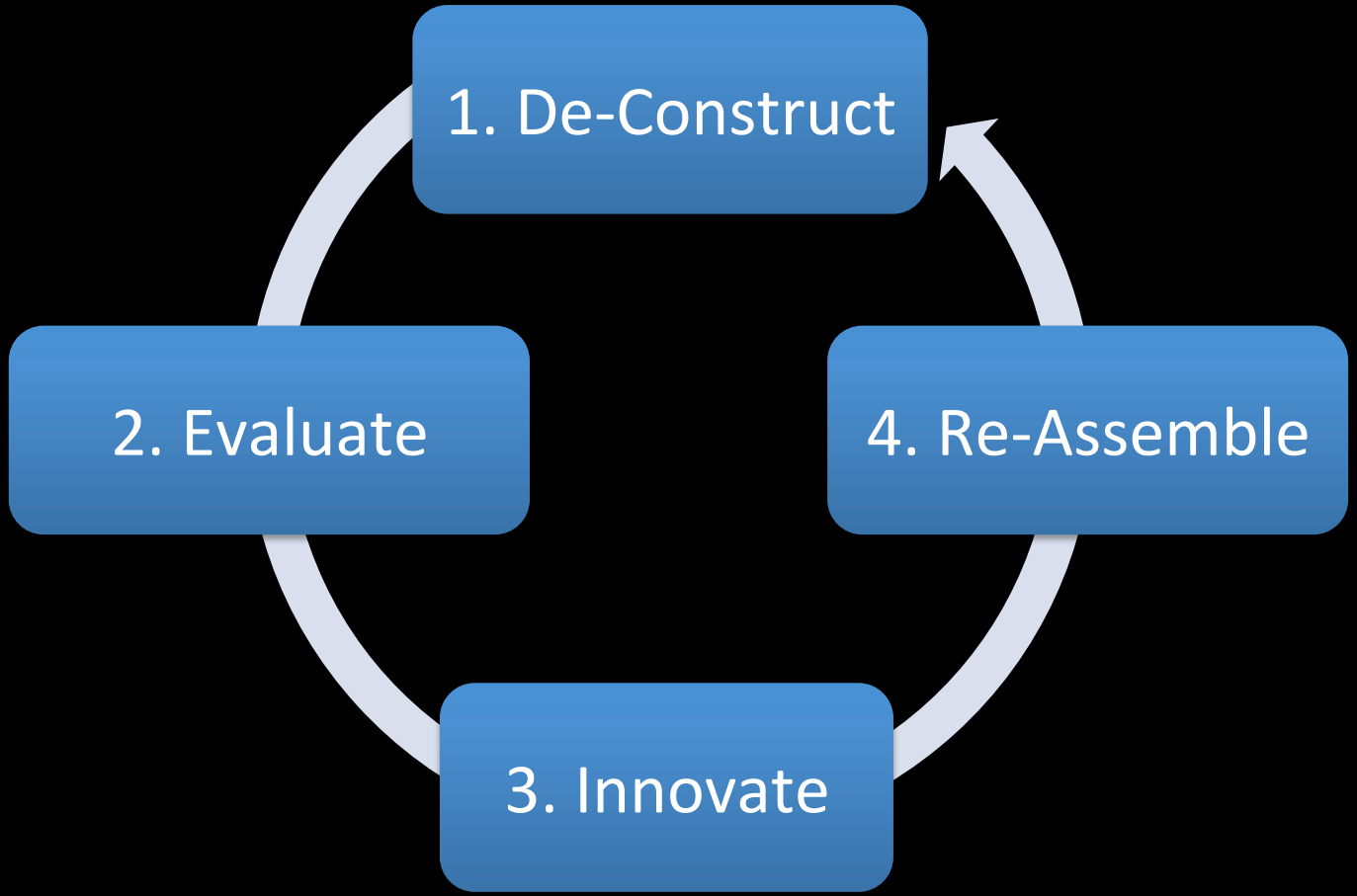
ARE YOU
LIVING YOUR
BEST
LIFE?

LORNA JANE

lornajane.com

2. Re-Engineer

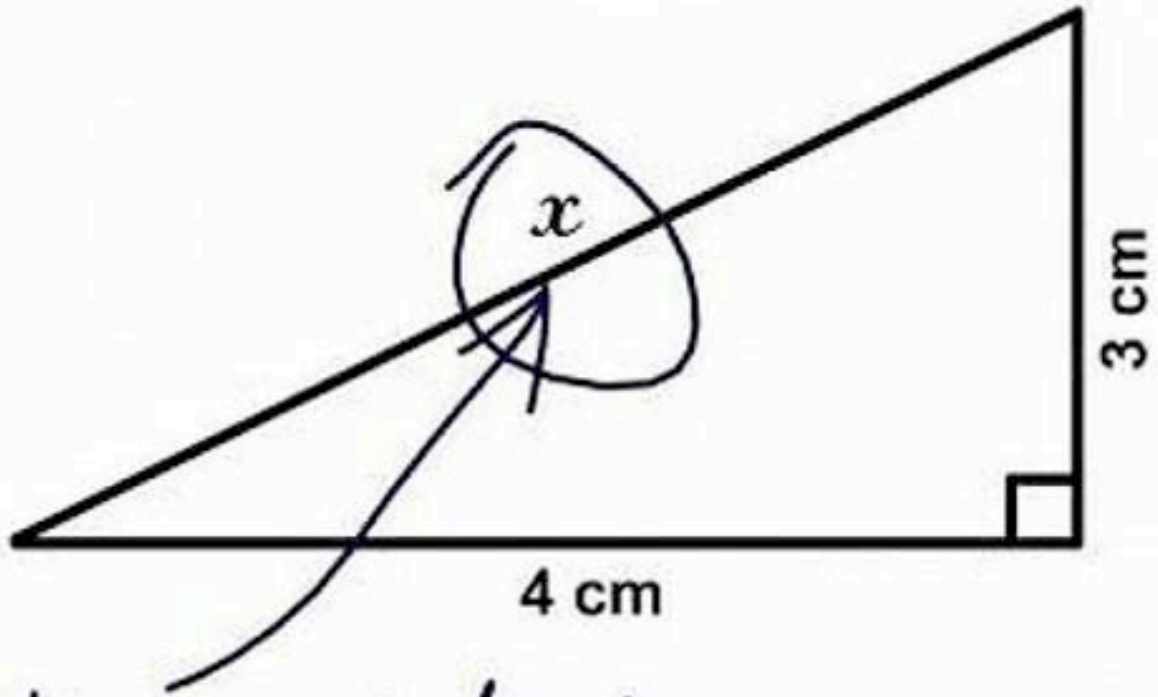
1. Unlock the car
2. Open driver’s side door
3. Close the car door
4. Put on seatbelt
5. Start the car
6. Put car into gear
7. Release the handbrake
8. Use indicator
9. Turn steering wheel


1. De-Construct
4. Re-Assemble
3. Innovate
2. Evaluate

3. Re-Frame

Fresh Eyes

3. Find x.



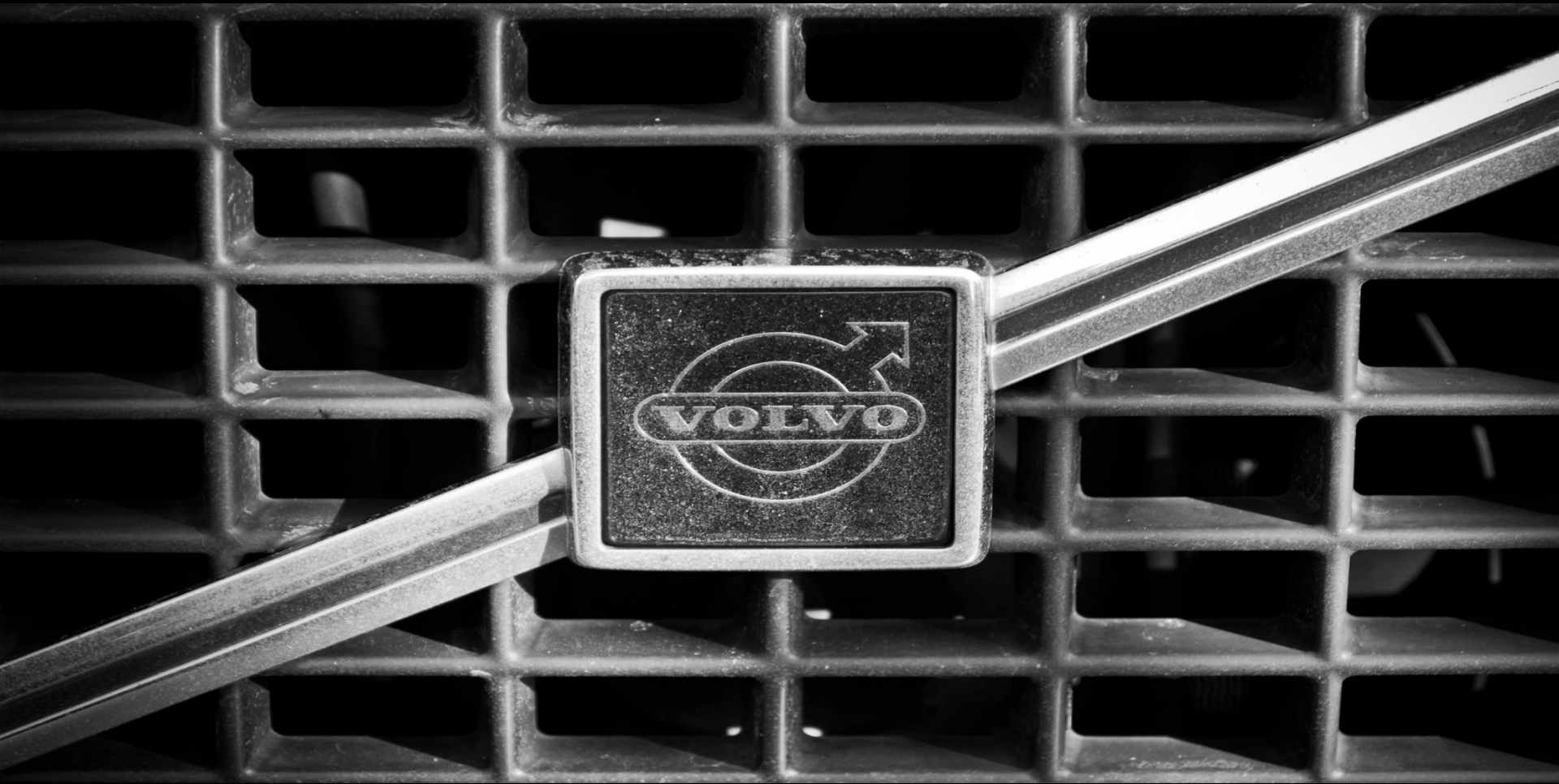
Here it is

a. Why do you do it **that way**?

IKEA
IKEA
Home furnishings
Find
out more...
www.IKEA.ie
Exit

b. Why do you do it **at all**?

4. Re-Position


VOLVO

VOLVO
S40
S40
04

Questions for Re-Positioning

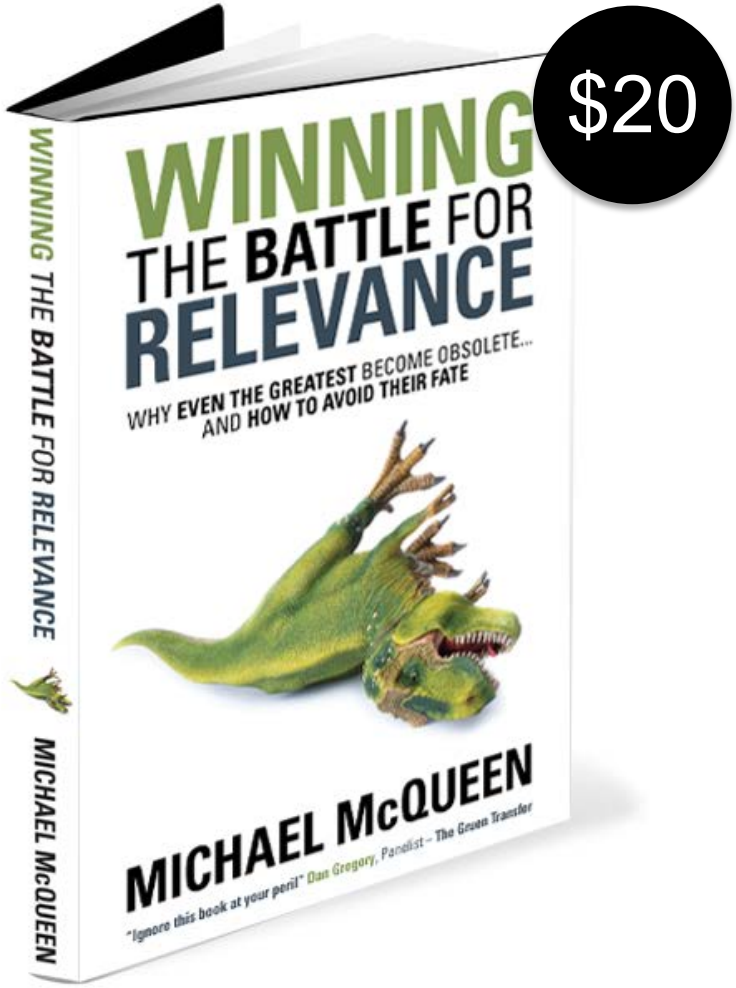
1. What motivates/impresses our market?
2. What confuses/disappoints/frustrates them?
3. Who else is currently solving their problems?
4. How are we currently seen/perceived?
5. How are we a category of one?
6. Where are the gaps?
7. What are their unknown future needs?

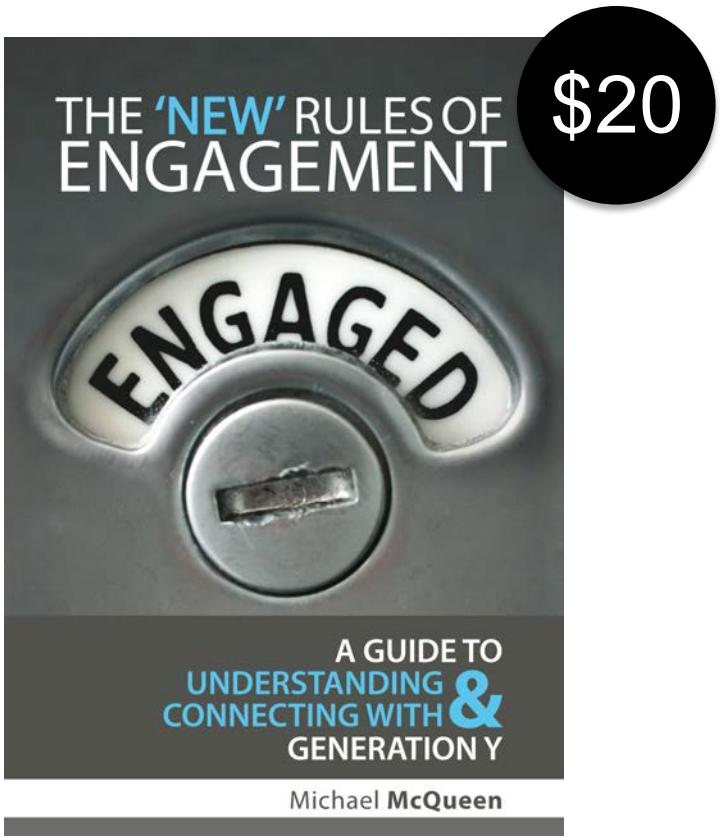
MICHAEL McQUEEN

P: 1300 701 915

@Michael_McQueen

www.MichaelMcQueen.net





MasterCard VISA AMERICAN EXPRESS

Spirit of
KOOMOOLOO
R.Q.Y.S.
BRISBANE
2170
HEMPEL

"It's not the strongest that survive, nor the most intelligent; but those most responsive to change.”

Charles Darwin