



Disruptors
Craig Copeland

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WHAT IS DISRUPTIVISM?

When you grow up, you tend to get told that the world is the way it is and your life is just to live your life inside the world, try not to bash into the walls too much, try to have a nice family life, have fun, save a little money. That's a very limited life. Life can be much broader, once you discover one simple fact, and that is that everything around you that you call life was made up by people that were no smarter than you. And you can change it, you can influence it, you can build your own things that other people can use. Once you learn that, you'll never be the same again."

~ STEVE JOBS

Disruptivism is about the art and philosophy of disruptive thinking.

There are five things that classify the Disruptor:

1. Disruptors show up. They're willing to take chances.
2. They are natural explorers, especially when they don't know the outcome.
3. They are curious by nature, filled with questions and wonderment.
4. They think more from their intuition, embracing imagination and creativity.
5. They understand that failure can be part of the process and welcome it when it happens.

Essentially, a disruption is creating something that never existed before.

A disruption shakes things up. It stirs the pot and makes us reevaluate our objectives and direction. When it works, it causes growth, opportunity, and evolution.

Where creativity leans towards artistic and genius leans towards exploration, disruption is about discovery. The methodology of the Disruptor is simple and elegant. Something caught their attention, sparking curiosity and intrigued them enough to pursue that spark and see where it might lead.

They were pulling at a thread

They maybe weren't the bravest person, and they weren't necessarily the smartest. But they were curious enough to venture out into the unknown and seek what was calling to them.

Many think that where Henry Ford disrupted the auto industry was with the inception of the assembly line, but this was just an innovation of an existing process used in the meat-packing industry. His real disruption occurred when his vision saw that automobiles should be affordable to everyone instead of just the affluent. He wanted his cars to be for the "everyman."

This simple concept changed the dynamics of commerce. People were no longer confined to small towns for work opportunities. Now they could find work far from home. Farms were able to be more efficient and productive because they had a machine that could outperform a

horse and wagon. He opened new methods of travel, consequently new roads were developed, connecting communities, cities, and opportunities.

This unassuming pursuit of an idea is what challenged industries, radically changed convention, moved us forward, and sent us in a new direction, opening doors of possibility.

Though we all share these abilities, very few effectively use the gifts and talents they have. I've put together some steps and guidelines designed to strip away the thick layer of doubt and limitations that can keep you stuck, afraid, or unmotivated and teach you how easy it is to tap into your natural attributes, specifically targeting your drive, creativity, and hidden talents. So, let's get those creative juices flowing and open you up to your own possibilities.

You're most likely reading this book because you've been stuck or frustrated and because you know you're capable of more and may be afraid to take a chance on yourself. You may have unique ideas and desires, and you want to know how to access your full potential while overcoming anything that holds you back.

This isn't a magic pill, but it's a resource for unlocking your natural creative talents and becoming your entire self. Typically, when we get derailed, lose momentum, drive, focus, passion, energy, we begin to doubt our direction and become discouraged, questioning if our purpose and choices are correct.

When this happens, dreams of what's possible start to fade, and you begin to wonder if you really aren't meant to do something awesome and inspired.

Let's get you back on track.