

# **A Controlled-Disruption™ process to Accelerate the New Zealand Vehicle Market**

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**“The world’s too fast, complex and  
networked for any company to have  
all the answers.”**

YOCHAI BENKLER,  
HARVARD PROFESSOR  
& AUTHOR OF *THE WEALTH OF NETWORKS*



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ALLIANCE

# A unique alliance



Energy productivity



Crowdsourcing



FLYING FISH LAB

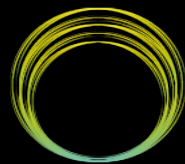
Controlled disruption™



THE DEPT.

Strategic marketing

# The Game Plan

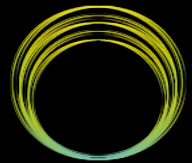


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Or a race?

Is  
this  
a  
fight?



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# Our central issue

Could a combination of co-opetition and  
intelligently naïve players  
accelerate electric vehicle uptake and add  
\$1.5 Billion to our economy?



It all starts with an

**intelligently  
naïve  
perspective**

through which we

**reframe**

the issue.

# The recipe for success





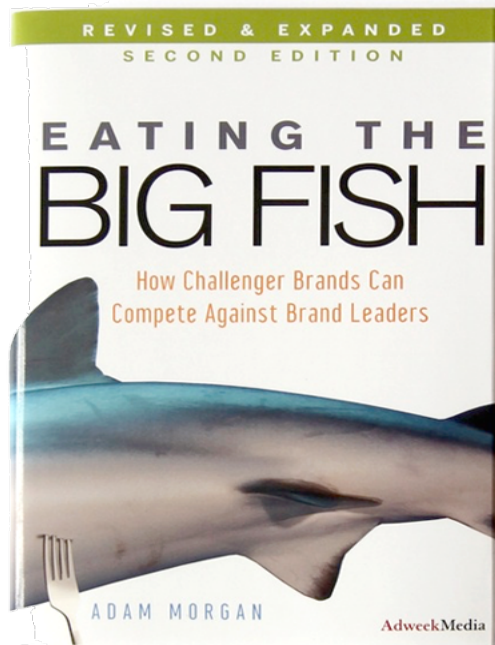
# The challenger thinking framework

Following the rules won't get you out of the sea of sameness. **It just won't work.**

Challengers understand that they **can't win by following the rules** or simply trying to be a better version of the leader.

They need a whole new playbook... one with equal rigour, but also with:

- Some often-counterintuitive ways of framing the opportunity.
- Boldness in developing strategy.



# Disrupting disruption in disruptive systems

A lot of positive responses:

- “What else could you do for us?”
- “Why wouldn’t I say yes to this?”
- “done this before internationally, difference is Government paid for it, we should do this”
- “we’ve seen innovation processes before, but they’re time intensive for us, this looks much better”

Also some no’s.

- “This isn’t for us”
- “I don’t think there’s disruption, only evolution”
- “Thanks, like it, but we’re already working through a strategy, you should have come to us 6 months ago”

And a recurring issue; “where is Government in this?”



How do we innovate

**and grow our  
sector capability?**

How do we get  
government in-step?