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# **Dual Transformation How To Reposition Today's Business While Creating The Future**

Dual Transformation SUMMARY - Dual Transformation:  
How To Reposition Today's Business While Creating  
The Future By Scott D. Anthony Clark G. Gilbert And  
Mark W. Johnson Dual Transformation Dual  
Transformation: How to Reposition Today's Business  
While Creating the Future Dual Transformation Lead  
from the Future Reinvent Your Business Model  
Innovation to the Core C-Scape Direct Gear Design  
Switch Fast Future Eat, Sleep, Innovate Operational

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Risk Management The First Mile Centered Leadership  
Seizing the White Space Obliquity Move Your Stuff,  
Change Your Life Think Bigger

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Business While Creating the Future with Scott D....

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A + B + C = Dual Transformation **Dual**

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**Transformational Instinct - Part 1** \ "Change Your  
Core\ " - Sarah Jakes Roberts 2. *Transformations of  
Random Variables: Linear Transformations*

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Dual transformation : Internal and external **Robert C**

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Webinar June 6, 2020, Sam P. Most, MD **Easy  
Projects for Your Bonanza Change your  
mindset, change the game | Dr. Alia Crum |  
TEDxTraverseCity** Stop Managing, Start Leading |  
Hamza Khan | TEDxRyersonU Digital transformation:  
are you ready for exponential change? Futurist Gerd  
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Demo of an ABS Service Clinic Inspection The Prosci

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The authors discuss at length the difficulties one encounters in a dual transformation, and they freely admit their own stumbles along the way – as investors in, consultants to, or executives of companies that have gone through transformations.

*Dual Transformation: How to Reposition Today's Business ...*

Dual Transformation shows you how your company can come out of a market shift stronger and more profitable, because the threat of disruption is also the greatest opportunity a leadership team will ever face. Disruptive change opens a window of opportunity to create massive new markets. It is the moment when a

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Transformation A: Reposition today's business to maximize its resilience. Transformation B: Create a new growth engine. Capabilities link: Fight unfairly by taking advantage of difficult-to-replicate assets without succumbing to the "sucking sound of the core.").

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Dual transformation describes two parallel change

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efforts in response to disruptive shock waves: one to reposition the core business (transformation A), and the other to unlock new growth in a new market (transformation B). These transformations share a carefully stocked capabilities link of difficult-to-replicate assets that give

### *Dual Transformation: How to Reposition Today's Business ...*

Dual Transformation lays out an approach to reposition today's business to maximize its resilience while at the same time creating tomorrow's new growth engine. By leveraging difficult-to-replicate assets and capabilities, companies can create

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transformative new business models and gain  
advantage.

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...

That moment starts with the core dual transformation framework: Transformation A: Repositioning today's business to maximize its resilience, such as how Adobe boldly shifted from selling packaged software to providing software as a service; Transformation B: Creating a new growth engine, such as how Amazon became the world's largest provider of cloud computing services; Capabilities link ...



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*Dual Transformation: How to Reposition Today's Business ...*

Scott Antony describes dual transformation as “the process by which a company becomes the next version of itself”. This concept is described in the book *Dual Transformation: How to Reposition ...*

*Dual Transformation — Multi-Million Lessons from the ...*

Dual Transformation shows you how your company can come out of a market shift stronger and more profitable, because the threat of disruption is also the greatest opportunity a leadership team will ever face. Disruptive change opens a window of opportunity to

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Anthony It is always a pleasure to welcome friend of  
the Innovation Show Scott D. Anthony. In his new

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