

The Age of Peer Power

Bill Lee

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By way of introduction ...



Empowering Healthcare



*The most insightful
business book I've
read this year.*

Dorie Clark,
Forbes Online

Summit on Customer Engagement

*There's really nothing I've
seen like it in the country."*

Lisa Arthur, CMO,
Teradata Applications

The Dominant Reality in Your C-suite...



Uncertainty

amazon

Zappos
.com



iTunes

salesforce

Apple Pay

Disruption
... a brief history

PayPal

Square



airbnb

Even banks are feeling the pressure

Thanks to Josh Aranoff, Salesforce



“The Banking sector has not yet felt the **full disruptive force** of technology. But it will.”

Antony Jenkins, CEO



“Everybody is **going back to their core customer**. And they’re saying ‘We’re going to simplify.’”

Doug Flint, Chairman



“**Silicon Valley is coming**. There are 100s of startups with a lot of brains and money working on various alternatives to traditional banking.”

Jamie Dimon, CEO

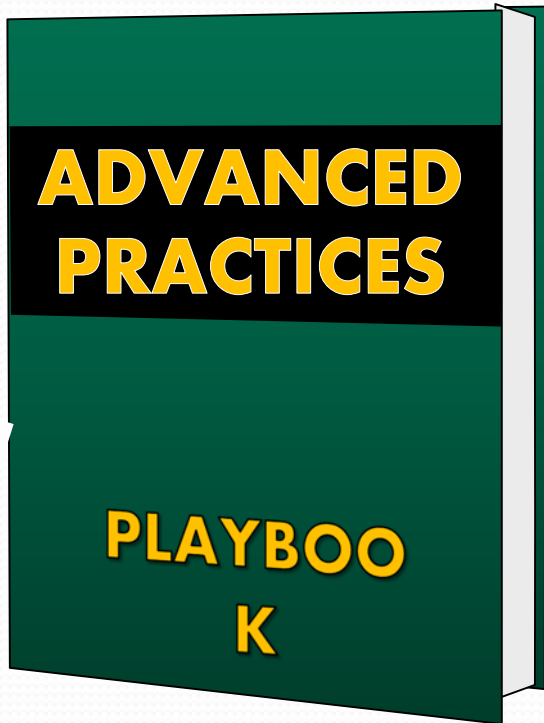
JPMORGAN CHASE & CO.



EMC²



Cognizant



MISYS 

CITRIX[®]

 **rackspace**[®]
the open cloud company

 KRONOS[®]



What Disruptors Do.

amazon

Zappos
.com



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Principle 1

Disruptors...

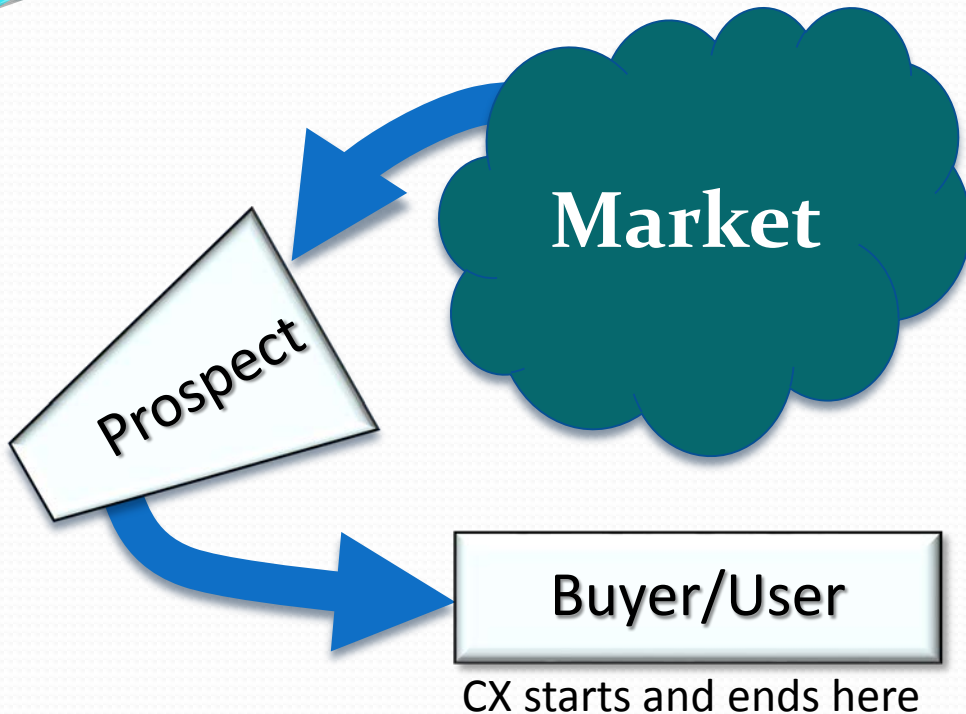
Create better customer stories
+
Get them out to the market



Principle 2

You Have 100% Market Share

Right Now

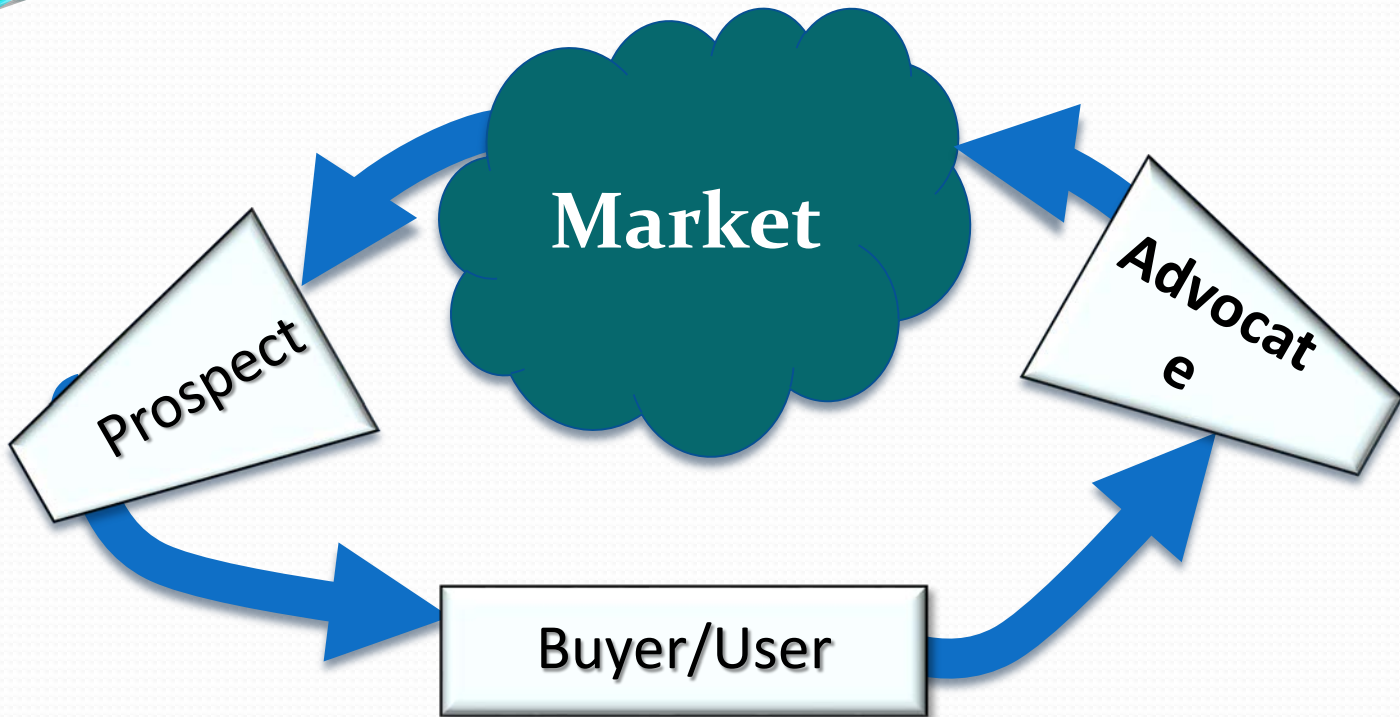




Principle 3

For Select Customers ...

Build Their Careers





<https://www.youtube.com/watch?v=Bl17Mwl8Mno>



In the Age of Peer Power, and the Disruptions it creates:

Be a Playmaker

- Create great customer stories and get them out to your market.
- “We have 100% market share.”
- For your Rock Stars: build their careers and they’ll build your business.

Bill Lee

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