

# CREATING PARTNERSHIPS THAT PROMOTE DISRUPTIVE CHANGE

## INNU Annual Conference

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# Topics

- Entrepreneurial Mindset
- Disruptive Change
- Check out the “big dogs”
- Inspirational Vision





# Entrepreneurial Mindset Characteristics

- Take initiative
- Adapt to change
- See challenges as opportunities
- Find creative solutions
- Think outside the box
- Comfortable with risk
- Improvise when necessary

# Disruptive Change

Major transformation that takes place within an organization or industry.

Change can be triggered by a number of different factors.



# Tips to assist with disruptive change

- Change Your Attitude
- Be Agile
- Change the market, not your customer
- Don't be afraid to fail







**Let's check  
out the big  
dogs...**

# AMAZON

- 1994 – started as an online bookseller
- 2000 – introduced the marketplace
- 2002 – Amazon Web Services
- 2005 – Amazon Prime – products sold by third parties and Amazon ships free within 48 hours





# AMAZON

- 2005 - Fulfillment by Amazon (FBA)

Sellers can sell on Amazon and warehouse the products, Amazon send out to customers and handles customer service

The logo for amazon.com, featuring the text "amazon.com" in a bold, black, sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and ends under the letter 'm', pointing to the right. A registered trademark symbol (®) is located at the end of the text.



Netflix





# Netflix



- April 1998 – Netflix launches
- 2001 – hit 1m subscribers
- 2007 – begin streaming content
- 2010 – changes focus to streaming; Blockbuster goes bankrupt
- 2012 – start their own original shows
- 2021 – introduce mobile games
- 2022 – lost 200,000 subscribers

# Disney



- August 2016 - invested in a BAMTech to address threats to ESPN's business by creating a subscription service that would exist alongside the programming on ESPN networks
- Urgency to create direct-to-consumer bundles not just for sports



## Disney

- June 2017 - exercised their option and addressed their disruption head-on to be in control of the distribution of their own content
- They pulled all their materials from Netflix and consolidated them all on one platform

# Disney





**“To infinity  
and  
beyond...”**



## Medical Center Partnership

- VDMC stops obstetrics services in October 2018
- January 2023 Boone County Public Hospital partners with VDMC
- Patients see Drs in both locations throughout prenatal care
- Deliver in Boone and then return to VDMC





# Hamilton County Childcare Initiative

- 2016 County Needs Assessment was done by EHCF
- 2019 – EHCF held two workshops – Supervisors held Econ Dev Summit
- 2021 – County Supervisors formed the Hamilton County Childcare Coalition



# Hamilton County Childcare Initiative

Results:

- Created a hiring and retention bonus program
- Public, private and nonprofit sectors working together
- Over 90 new childcare slots have opened



# Hamilton County Childcare Initiative

- One daycare is expanding its current location
- One daycare is looking to move to a larger facility because they are at full capacity

# LIFT WC

- City informed they had to use CBDG funds or lose them
- City could not use funds on a property they owned
- LIFT WC nonprofit was formed
- LIFT WC approached City Council to provide funds to acquire building



# LIFT WC

- CBDG funds of over \$800k were applied to the building
- Solid partnerships formed
- Community betterment



# Swon & Company | Brownie Bar

- Swon & Company – online home décor and gifts
- Brownie Bar Bakery – two retail locations
- Brownie Bar wanted to expand their product offering to customers – shipping and in-store



# Swon & Company | Brownie Bar



# Swon & Company

- Built the online app to create a buildable gift box
- Procure items for gift boxes and ship to BB
- Process orders
- Procure merchandise and maintain retail store displays

# Brownie Bar

- Provide baked items
- Fill orders and ship out
- Provide floor space for the merchandise in both retail locations
- Sales assistance




“Nothing new or innovative is created without a stretch of the imagination. Reach your goals by reaching for the sky with some brain stretches of the imagination every day.”



If you  
change  
nothing,  
nothing  
will change





“THE WAY TO GET  
STARTED IS TO QUIT  
TALKING AND BEGIN  
DOING.”

Walt Disney



THANK YOU