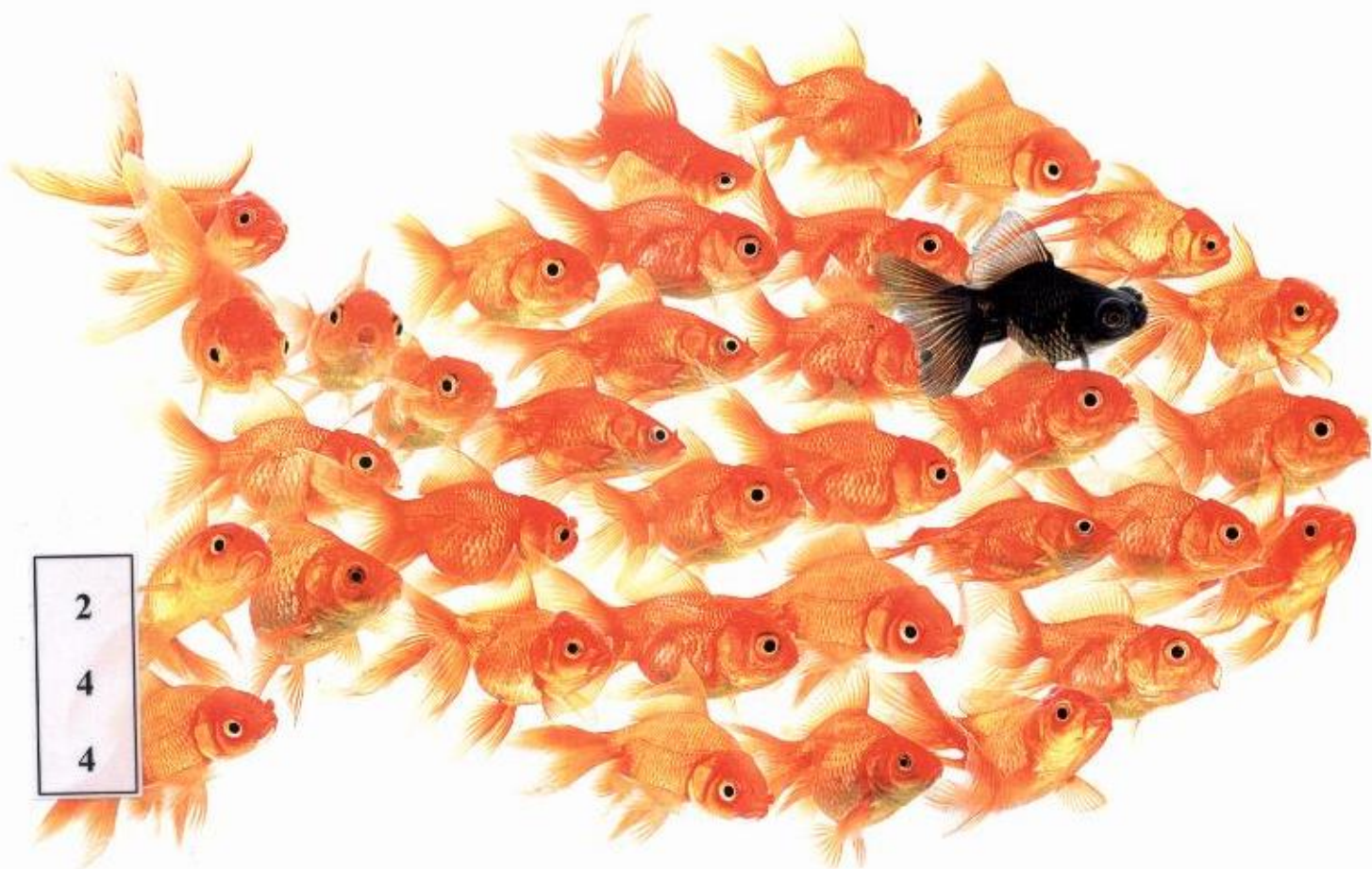




# Build a Leadership Team for Transformation

Your organization's future depends on it 60



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"Digital disruption is real, of course, but it has  
been oversold by three myths."

"HOW INCUMBENTS SURVIVE AND THRIVE," PAGE 36

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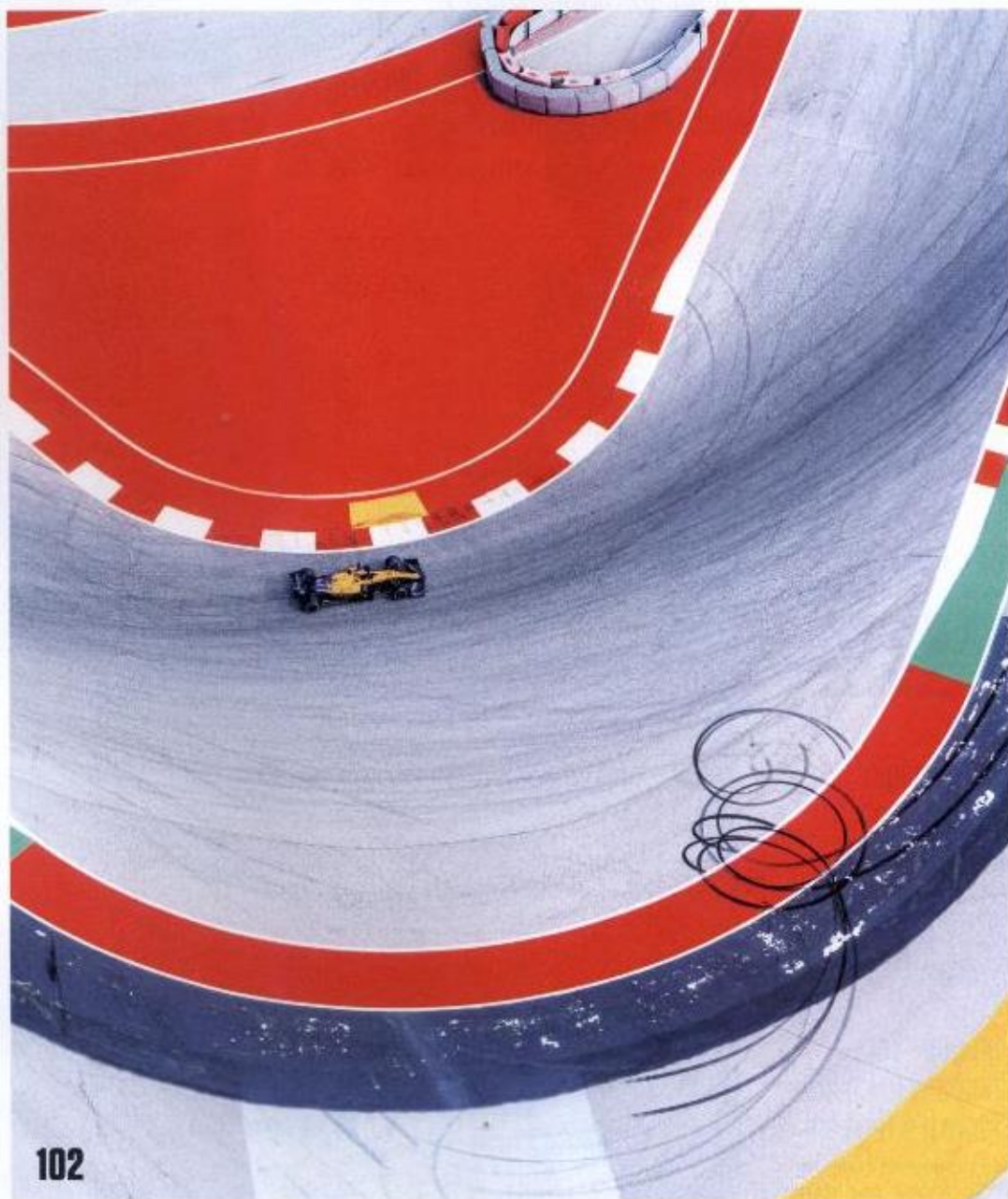
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**"Success comes to those who take large, early bets on new markets but remain agile."**

—SALMA OKONKWO, FOUNDER OF UBI