**INNOVATION AND BUSINESS PERFORMANCE Learning outcome 2: ACTIVITY 2**

## **Adopting innovation – research and debate**

The Innovator’s Dilemma 1997 - Clayton Christensen.

Summarise your research on the S Curve below.

**Class debate – Disruptive innovation – Fact or fiction**

To prepare for the debate, list points for both viewpoints.

|  |  |  |
| --- | --- | --- |
|  | **Agree** | **Disagree** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |