



Take a Fresh Approach

Disrupt Your Process to Stabilize Your Business

When a person or object prevents a system, procedure or event from continuing as usual or as expected, the result is disruption. In recent years, a number of industries have experienced widespread disruption, including transportation, lodging and genetics, just to name a few. Disrupting an entire industry with a new way of doing something is the ultimate value in trying something new.

When was the last time you tried something new in your business? If you can rattle off a list of new ideas you have implemented recently, then congratulations! You are well ahead of the competition and your brand is most likely one of the industry leaders.

Often, fear stops us from trying something new. In my view, fear stands for a False Evaluation and Assessment of Reality. When you are trying something new, first recognize the emotion of fear. Do not let fear paralyze you; make a conscious decision to power through it.

In order for both you and your business to grow, not just financially, you have to try something new, even when nothing is considered broken. There is tremendous value in trying something new.

By trying something new at your business, you could encounter these three benefits.

- 1. New perspectives.** Stretching outside your comfort zone allows you to flex areas of your mind and creativity you don't tap into on a daily basis. We all get used to a routine, and sometimes we even get stuck. Stretching allows you to grow. You grow in areas where you didn't know there was a deficiency, and ultimately, you learn something new. This combination of stretching, growing and learning gives us a fresh perspective of how we look at a situation.
- 2. New approaches.** Education inevitably piques your curiosity to learn more. This one act of trying something new has given you the much-needed confidence to see it through to the end. At this point, you're excited about the new approach you're developing and working on.
- 3. New solutions.** We all want our businesses to not just survive, but to thrive. Making it a point to try something new helps us compete on a different level, which in turn elevates your potential. Businesses have to be flexible. Trying something new exposes business opportunities you did not know existed. You're excited because you have started finding answers.

While disrupters like Uber, Airbnb and 23andMe are the modern-day marvels of their respective industries, each began by trying a new approach. Ultimately, they proved there was tremendous value in taking that big leap of faith. Why not try something new in your business today? 



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