

## **Innovation, Disruption and What it all Means to You**

How can longstanding businesses like telecom service providers, learn from the disruption coming from the rapid rise of technology along with startups innovating the economics of entire industries?

Ted Graham sought to answer that very same question in 2014 when UberX entered the market. Curious about how his own firm of 200,000 employees would face changing client demands, he took a hands on approach and signed up as a driver using his own family minivan. He chronicled his stories and lessons gleaned as a driver in a series of popular articles, a TED talk and now a book called “The Uber of Everything” – a deep dive into the 500+ companies trying to upend traditional industries and a report card on who is winning and losing.