

# **A LEADER'S GUIDE TO DIGITAL TRANSFORMATION**

*Terminology Part 1 of 4*

# TERMINOLOGY

Digital Disruption

Digital Transformation

Innovation

Digital Business Strategy

Big Data

# TERMINOLOGY

# Digital Disruption

# TERMINOLOGY

Disruption

≠ Competing aggressively

≠ Besting a competitor

≠ Offering a new service

# DIGITAL DISRUPTION



# ionology

<http://training.ionology.com>