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## 6 Ds: How to Lead Disruptive Change

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Take a second to appreciate how extraordinary our world is today.

News travels the globe in an instant. Music, movies, games, communication, and knowledge are ever-available, for free on always-connected devices.

From AI to biotechnology, powerful technologies that were once only available to huge organizations, governments, and the richest and most elite are more accessible and affordable than ever before thanks to digitization.

Think about it: a child in Zimbabwe can Google any information they want or even video conference with someone on the other side of the world—for free.

And the information available to that child is *identical* to the information available to Larry Page, Co-founder of Google.

This continuing technological progress gives us an opportunity to uplift *every* man, woman, and child on Earth.

How does such a world come about?

The essence is explained in a framework I call the Six Ds of Exponentials.

Think of the Six Ds as a roadmap that you can use to contextualize technological change and the opportunities it creates.

As an exponential entrepreneur and leader, you want to master this roadmap. Understanding how to use the Six Ds and developing an Exponential Mindset are key focuses of my [year-round Mastermind and Executive Program Abundance360](#).

So, how will *you* use the Six Ds to create a world of possibility and abundance?

# THE SIX Ds

## OF EXPONENTIALS

### DIGITIZED

Anything that becomes digitized enters the same exponential growth we see in computing. Digital information is easy to access, share, and distribute. It can spread at the speed of the internet. Once something can be represented in ones and zeros - from music to biotechnology - it becomes an information-based technology and enters exponential growth.



### DECEPTIVE



When something starts being digitized, its initial period of growth is deceptive because exponential trends don't seem to grow very fast at first. Doubling .01 only gets you .02, then .04, and so on. Exponential growth really takes off after it breaks the whole-number barrier. 2 quickly becomes 32, which becomes 32,000 before you know it.

### DISRUPTIVE

The existing market for a product or service is disrupted by the new market the exponential technology creates because digital technologies outperform in effectiveness and cost. Once you can stream music on your phone, why buy CDs? If you can also snap, store, and share photographs, why buy a camera and film?



### DEMONETIZED

Money is increasingly removed from the equation as the technology becomes cheaper, often to the point of being free. Software is less expensive to produce than hardware and copies are virtually free. You can now download any number of apps on your phone to access terabytes of information and enjoy a multitude of services at costs approaching zero.



### DEMATERIALIZED

Separate physical products are removed from the equation. Technologies that were once bulky or expensive - radio, camera, GPS, video, phones, maps - are now all in a smartphone that fits in your pocket.





## DEMOCRATIZED

Once something is digitized, more people can have access to it. Powerful technologies are no longer only for governments, large organizations, or the wealthy.



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## JOIN MY ABUNDANCE360 COMMUNITY

Would you like to master the Six Ds and *lead* disruptive change instead of being the victim of it?

Then consider joining my year-round **Abundance360 Mastermind and Executive Program** and come to our in-person A360 Summit February 2-4, 2022.

My mission is to help A360 members ***obtain mastery in four specific mindsets***: an Abundance Mindset; an Exponential Mindset; a Longevity Mindset; and a Moonshot Mindset. Together we will actively select and reinforce your preferred Mindsets.

**To learn more and apply to A360, visit [abundance360.com](https://abundance360.com)**

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