

Disrupt Yourself, Or **Be Disrupted.**

Disruption from outside removes agency. Disruption from within is a controlled demolition — you keep authority over sequence, scope, and pace.

SWIPE →

Four operational imperatives

01 Audit for substitutability

02 Compress your own decision latency

03 Eliminate the work, not just the worker

04 Redirect human capacity to irreducible functions

60–80%

Review-cycle compression from AI-augmented decision pipelines

Models perform pre-analysis, surface options, and flag confidence thresholds — without reducing output quality. Do this yourself before a competitor does it to you.

Four conditions before deployment at scale

- 01** Defined performance baselines
- 02** Explicit model accountability
- 03** Continuous monitoring architecture
- 04** Structured rollback protocols

Middle

Large middle layers are where the return is highest

Roles whose value rests on information aggregation, synthesis, and structured reporting are precisely where LLMs and agentic systems produce the highest measurable ROI.



The question is not whether AI will disrupt your operating model. It is whether you will be the author of that disruption.

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Forced change costs more than controlled change

FORCED CHANGE

- Triggered by competitors or mandate
- No control over sequence or pace
- More expensive, more disruptive

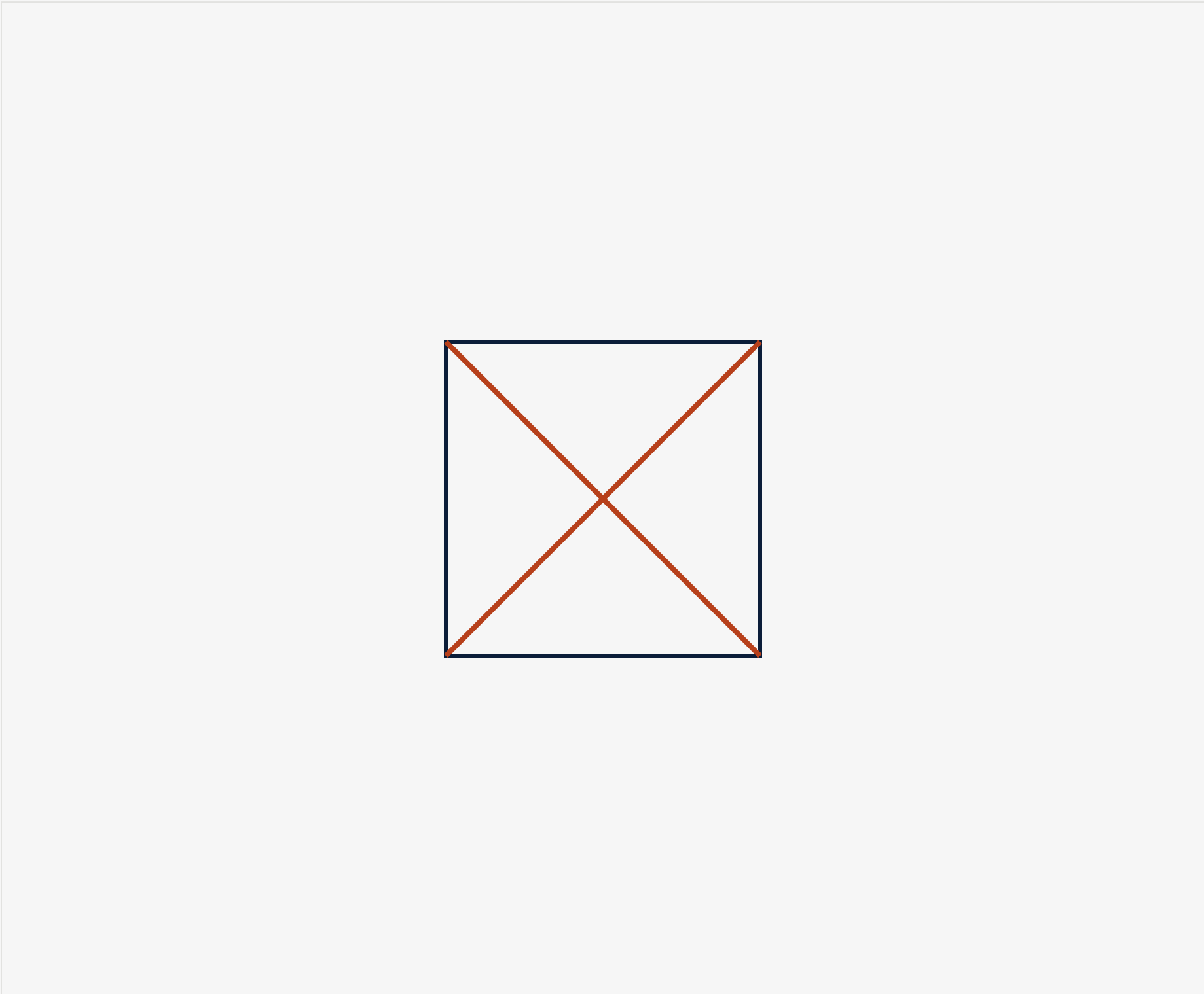
CONTROLLED CHANGE

- Self-directed audit and sequencing
- You define what's rebuilt vs. retired
- Governed by measurable baselines

It's just technical debt with a **different label.**

Self-disruption without governance produces isolated improvements, not traceable ROI. A model producing a risk assessment or an allocation recommendation is informing a decision — someone has to be accountable for that output if it's wrong.

Map what's automated. Find the gaps.



The Business Automation Map benchmarks your coverage against sector peers:
terencekok.com/blog/use-ai-disrupt-yourself-before-its-done-to-you

Be the author of your own disruption.

Controlled change is categorically preferable to forced change.
Organisations that audit, sequence, and govern their own transformation
determine their own trajectory.



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