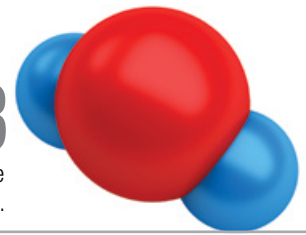


84,974

The total number of deaths each year due to Alzheimer's disease.

3

The number of atoms that are present in a water molecule.



En route to success

New book likens **the challenges of the workplace** with overlanding through Africa



Disruptive innovation

If there ever was a poster child for the saying 'adventure before dementia', I'd like to think it's me. If not, I'd like a recount. After my six-month solo trip through Africa in my Defender 110 300Tdi in 1999, I had a special place in my heart for Defenders, particularly the older models. As much as my brain was telling me, "Go for a Land Cruiser, sensible human," my heart was saying, "Are you kidding? Once you go Defender, you never surrender!" This is something only a Land

Rover owner will understand – it's about loyalty until you die. It's a bit like having an old Golden Retriever that lies at your feet every night and does nothing but cost you a fortune in vet bills. The only difference is that the Defender doesn't require you to pick up its poop. Although, in fairness, I've had to clean up its leaks more times than I'd like to admit.

Over the years, a succession of Land Rovers found their way into my garage. First was a Defender 90 2.8i with a BMW M52 engine, then a Discovery 2 Td5, and finally a Freelander 2, which unfortunately

ended up submerged in a river. Then, in 2015, destiny called: an ad on Gumtree showcased a white 2004 Defender 110 Td5 double cab with only 130,000km (81,250 miles) on the clock. I took it as a sign and flew to George to answer the call.

At the dealership, it was automotive love at first sight. You know when you go to a dog shelter and one dog gives you 'the eyes'? That's how I felt about this Defender. I bought her on the spot, skipping the test drive. I decided that the 450km journey back would be initiation enough.



350,000

The number of migrants and refugees who crossed the Mediterranean to reach Europe in 2016.

I decided she wasn't going to be just another suburban poser. No, she was destined to become the ultimate overlanding war machine. Forget the standard Country Station Wagon oldies drive – I was going for Mad Max meets Bear Grylls. Given her formidable specifications and my ambitious vision, I affectionately named her 'the Monster'.

Built with self-recovery in mind, the Monster was fitted with everything from a 10-tonne Pro Warn winch on the front bullbar with a built-in industrial air compressor to a high lift jack with an extended base plate to an inflatable five-tonne jack to get us out of the mud. If the gadgets fail, I still have an old-fashioned spade as a backup – because you can't outsource survival to Siri. When it came to technology, I didn't hold back. Between an array of apps, switches, Bluetooth controllers and a long-range VHF radio, it was as if the Millennium Falcon had a baby with an Apple Store. I also invested in a Garmin inReach Explorer (a handheld satellite communicator) so that I could bother my friends with location updates, update my mom from the middle of nowhere that I was still in one piece, or send out an SOS alert – all without needing a cellphone signal.

Three years of dedication went into crafting the Monster. With more bells and whistles than a futuristic spaceship, she is arguably the best-equipped Land Rover in South Africa. And while the project might have made a noticeable dent in my finances, the experiences she's offered have been priceless. Together, we've traversed over 100,000km across 14 African countries. It's been the journey of a lifetime, and it's only just begun.

My experience with the Monster serves as a kind of personal innovation journey. It's about challenging the status quo, pushing boundaries and redefining what a vehicle – or even an experience – can be.

Much like businesses that stand at the crossroads of tradition and transformation, I had to decide whether to stick with what was familiar or to venture into the unknown. I chose to embrace a radical vision, transforming a standard vehicle into something revolutionary.

This concept of redefining norms raises intriguing questions. Should we settle for what is comfortable and proven, or should we risk the unknown for the chance to redefine our boundaries and, perhaps, our very understanding of what is possible?

Innovation unpacked

In his groundbreaking 1997 book *The Innovator's Dilemma*, Harvard Business School professor and businessman Clayton Christensen explores the paradox that businesses face when they continue to focus solely on existing products and markets while overlooking new disruptive technologies. Christensen presents a dilemma: should businesses stick with proven, existing technologies that offer short-term returns, or should they invest in disruptive technologies that could redefine their industry over the long term?

According to Christensen, innovations can be broadly categorised into two types: Sustaining (or incremental) Innovations and Disruptive Innovations. Sustaining Innovations involve incremental improvements to existing products, aiming to meet the needs of a business's most demanding customers without creating new markets.

Disruptive Innovations, conversely, give rise to entirely new markets and value networks, often undermining established systems. While these innovations initially tend to underperform in mainstream markets, they improve over time and may eventually replace existing market leaders.

Since the publication of Christensen's book, the concept of innovation has evolved to include four distinct types: Incremental Innovation, Architectural Innovation, Radical Innovation and Disruptive Innovation. The categorisation of each type is based on two key factors: the novelty of the technology (or innovation) in question and the degree to which the innovation disrupts or transforms the marketplace.

Text | **Johan de Villiers** Photography | **vz maze**
***Overlanding Through the Boardroom* by Johan de Villiers is published by Rockhopper Books and is available now. This excerpt is published by permission.**

psst,
psst,
PSST...!

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Contact us for a free, tailor-made proposal.



Contact – Gill Johnston
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