

Disrupting Class: How Disruptive Innovation Will Change the Way the World Learns

Curtis Johnson



"A brilliant teacher, Christensen brings clarity to a muddled and chaotic world of education." – JIM COLLINS, bestselling author of *Good to Great*

Disrupting Class

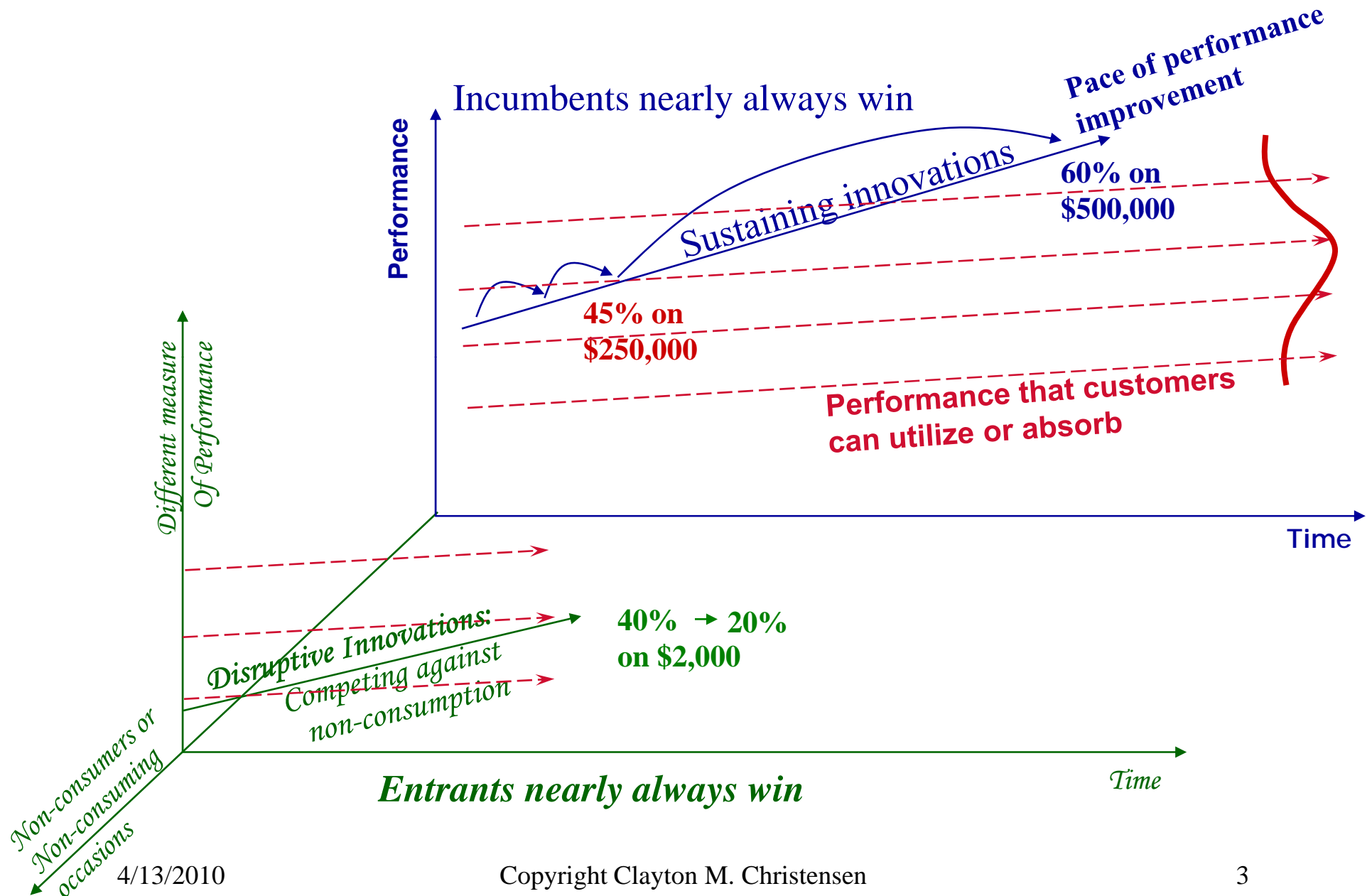
How Disruptive Innovation Will Change the Way the World Learns



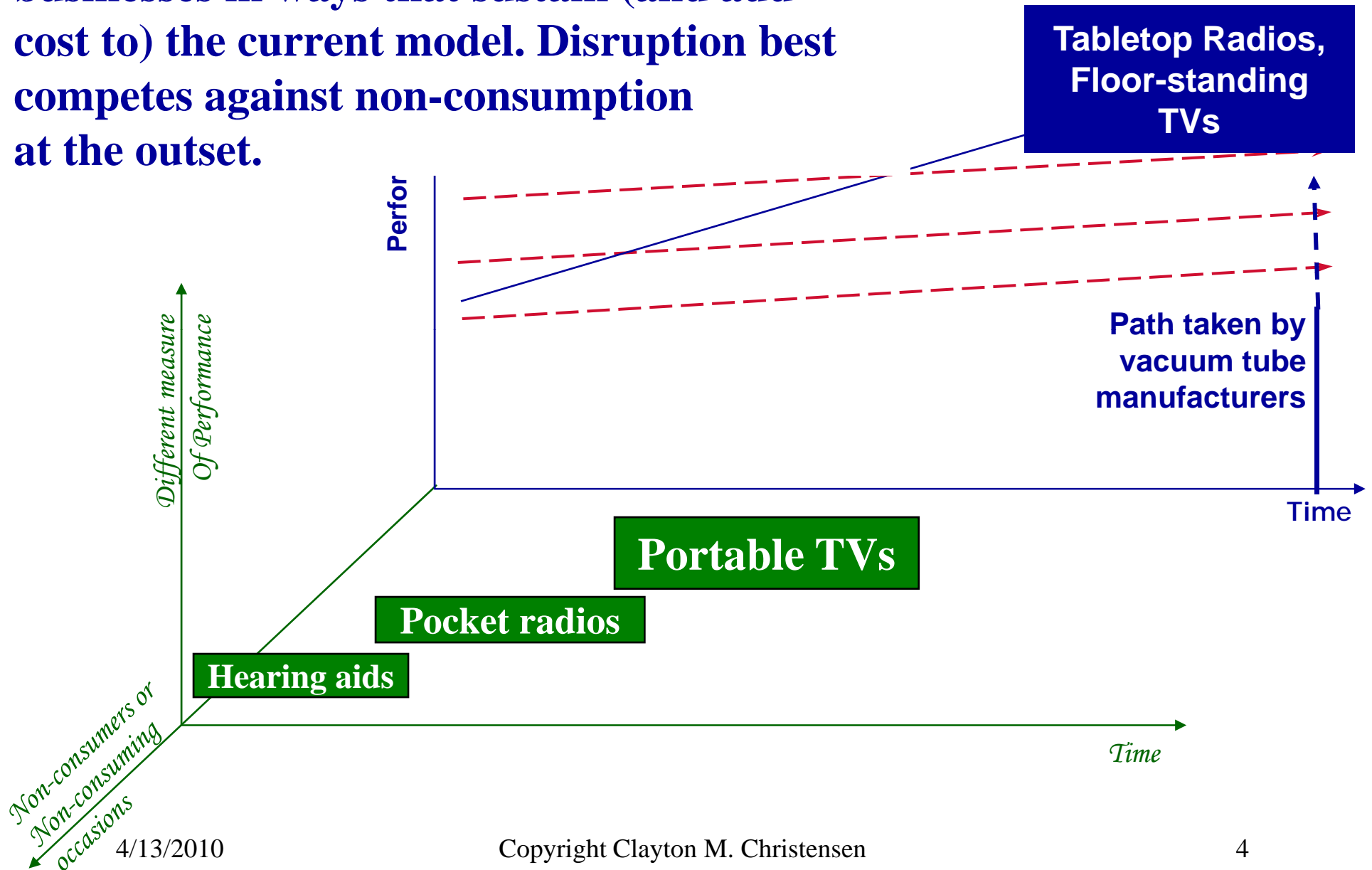
Clayton M. Christensen
BESTSELLING AUTHOR OF *THE INNOVATOR'S DILEMMA*

Michael B. Horn & Curtis W. Johnson

Disruptive Innovations create asymmetric competition



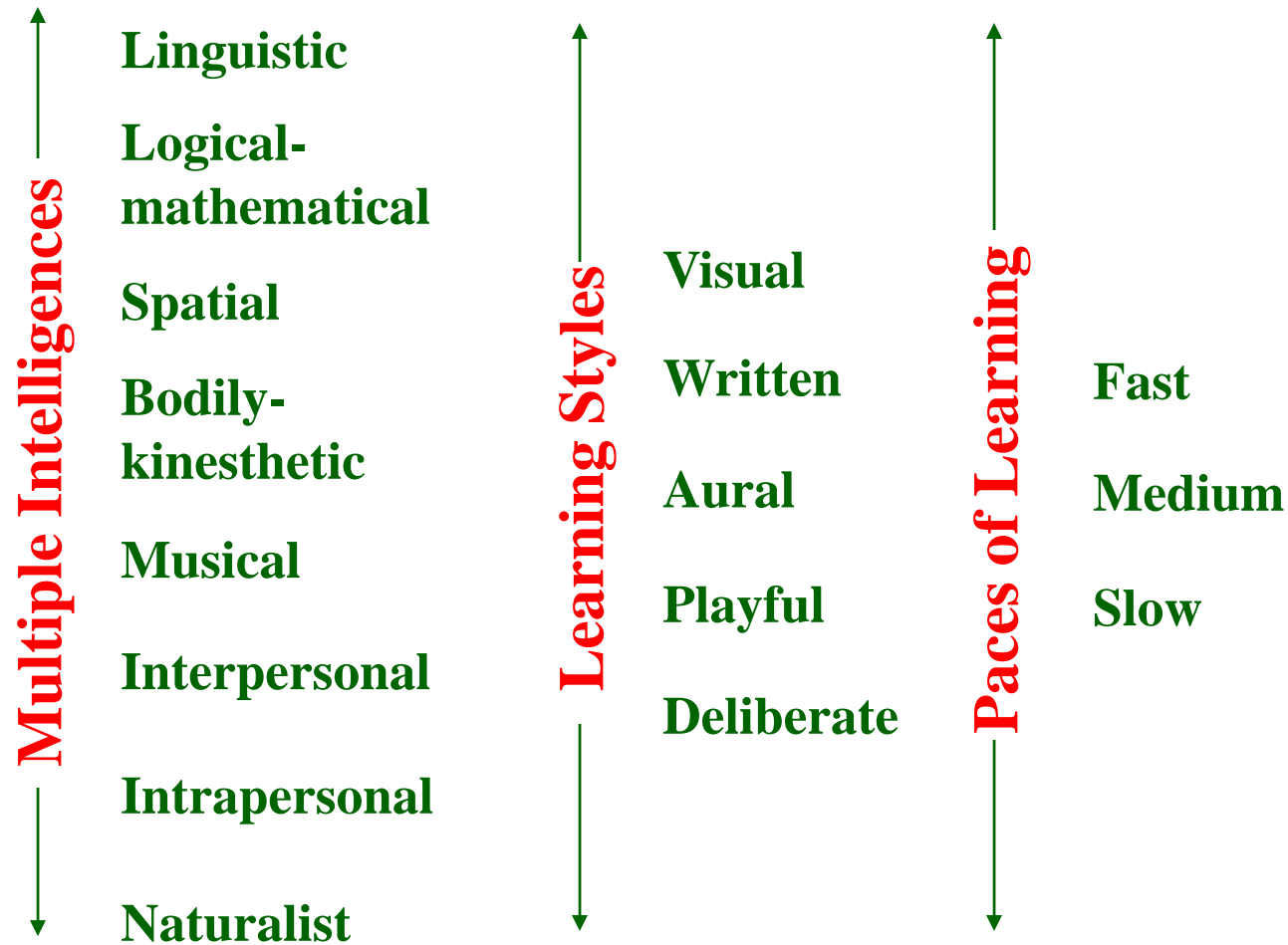
Technology can only be deployed in existing businesses in ways that sustain (and add cost to) the current model. Disruption best competes against non-consumption at the outset.



K12 business model ripe for disruption

| Worn Out Assumptions | Emerging Realities |
|------------------------------------|-------------------------------|
| Knowledge scarce, hard to access | Knowledge readily available |
| Subjects – courses – sequence | Multi-dimensional learning |
| Improvement by command | Crucial role of motivation |
| Students learn same way/same time | Kids more different than ever |
| Standardization – batch processing | Radical personalization |

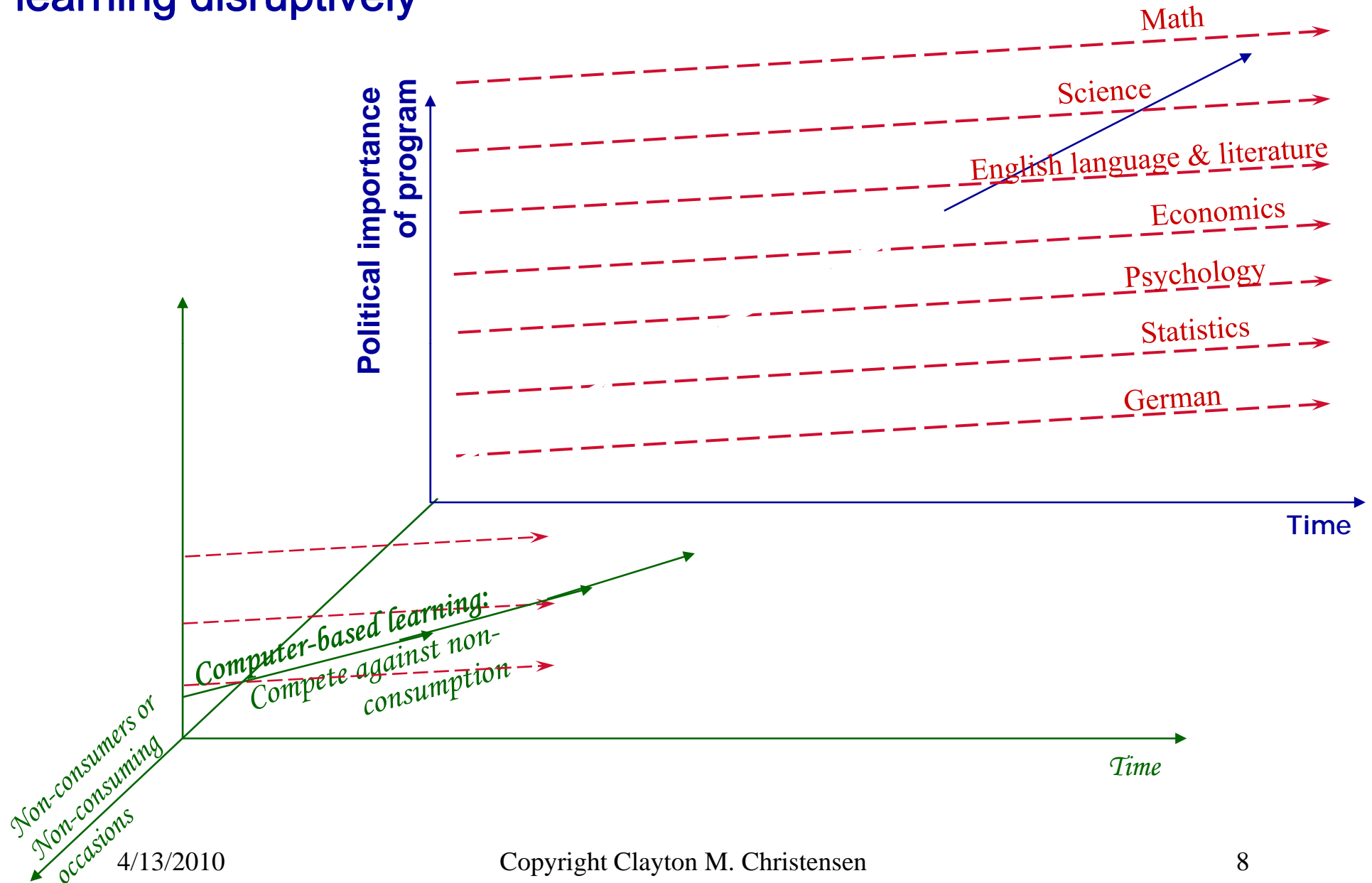
We all learn differently



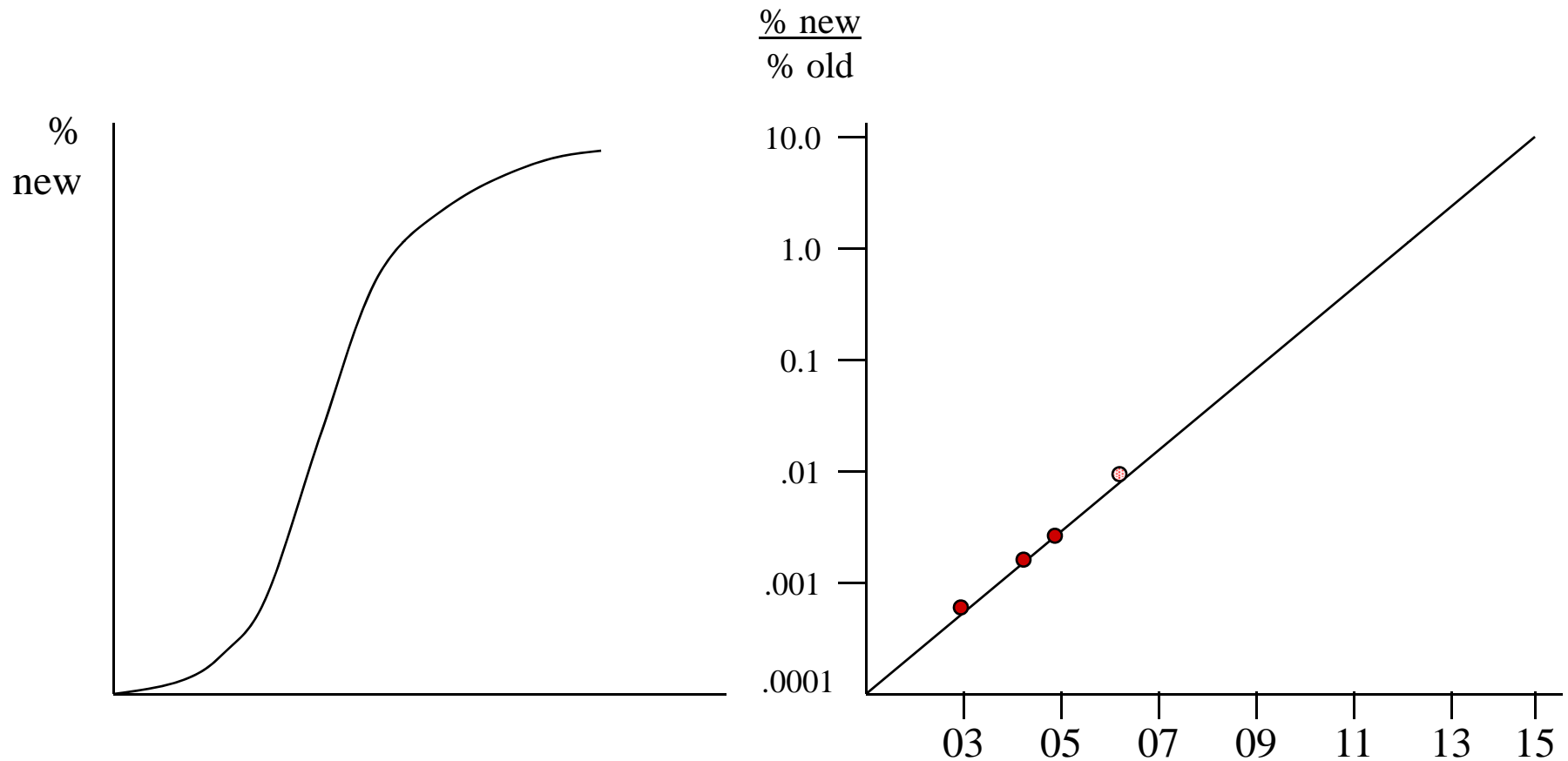
Prime examples of non-consumption

- Credit recovery
- Drop-outs
- AP Courses
- Home-schooled and homebound students
- Small, rural, and urban schools
- Tutoring
- Pre-K

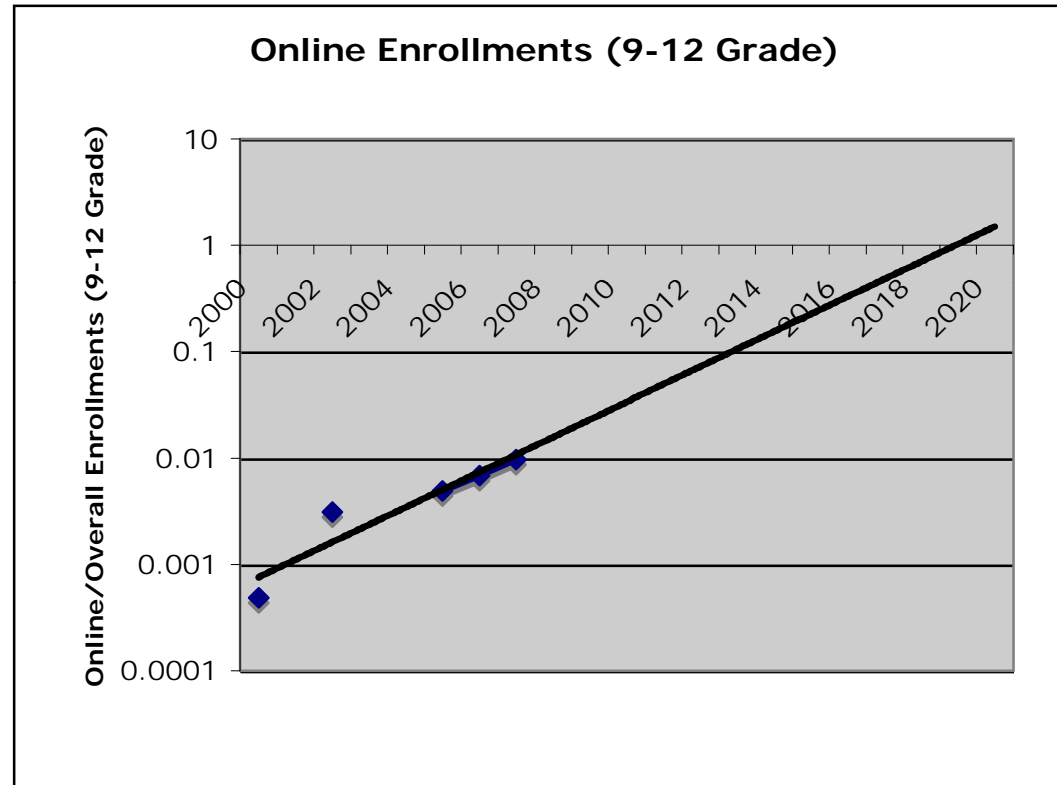
Perfect opportunity to implement computer-based learning disruptively



The substitution of one thing for another always follows an S-curve pattern



Online learning gaining adoption



Enrollments up from 45,000 in 2000 to 1,000,000 in 2007