Digital disruption is more than just a consulting buzzword. It's real and it's coming for every industry. In the mid-nineties it tackled the whole music and video industry with websites like Napster and Pirate bay, leading to the bankruptcy of Blockbuster and tons of CD-shops. Later on the photography industry completely shifted from analog to digital. Even though an employee of Kodak invented the digital camera, they locked the invention up somewhere safe, hoping no one else would ever come up with the same idea. Sadly for Kodak, competitors did and the rest is history.

Every single industry is being disrupted in one way or another and logistics is no exception. Drones that are being deployed for the last-mile delivery, fully automated warehouses and e-commerce shops buying or launching their own distribution chain are changes that are happening now. These disruptions might just feel like small tremblings, but that's exactly how an enormous earthquake starts.

To prepare for this earthquake you should focus on the companies causing these tremblings. They often live and work by different rules and maxims. Knowing what and how they do it, can make your company better prepared for the impact of digital disruption. These seven statements are visions they live by.

1. Culture and people are their backbone
Digital disruption is more about people than it is about the technology itself. It's looking for new solution for a traditional problem that customers will prefer. It's clear that the new solution will probably be based on new technology.

2. They thrive on a clear and bold purpose
Since these companies are mostly fairly young, they don't feed on decades of success. They look into the future, stating a clear North Star Vision.

3. They run lean and are driven by the WFIO moment
Large corporates mostly create maximum validated products, taking a lot of time getting validated. Startups and disruptors run lean, launching a minimum viable product in the market immediately and reacting on the customers' feedback post-launch.

4. While we look at technology, they work on problems
Corporates scan for the newest technologies and seek how they could implement it in their traditional offering, whereas startups look for solutions to traditional problems that can be helped with technology.

5.They go all in on future generations
Instead of focusing on their classic and the converted clients, startups target the ruptured and digital.

6. They innovate around the core product/business
They're not afraid to start something new that might cannibalize their traditional offering, whereas traditional corporates might shy away from these solutions.

7. They are always shipping
They're not endlessly discussing, validating and changing ideas, they actually 'do' and work with 90 days sprints rather than developing year in, year out.