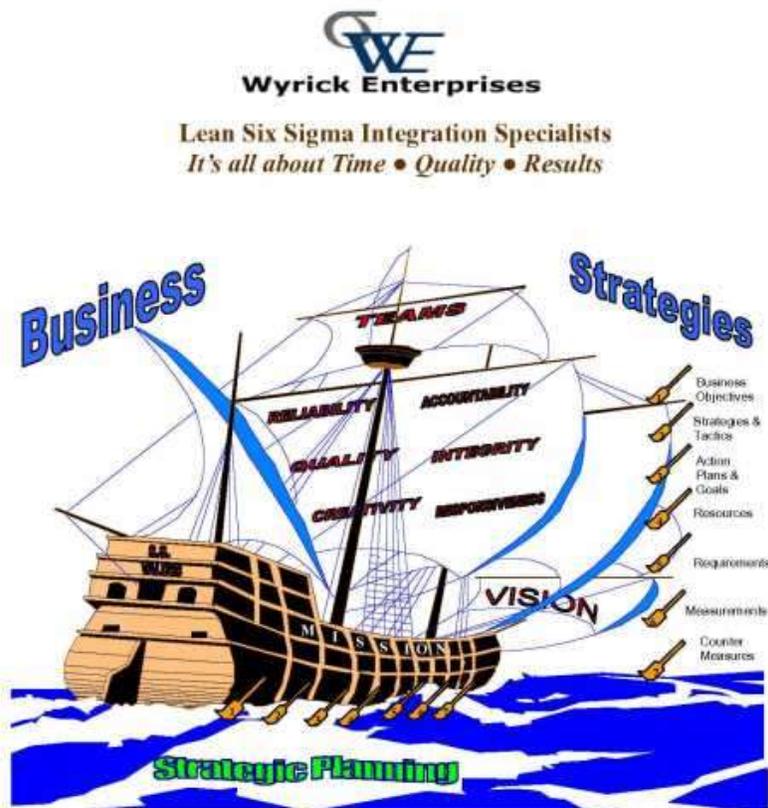


DISCOVERING THE FUTURE

The Business of PARADIGMS

PIVOT YOUR PARADIGM TO EMBRACE YOUR FUTURE

As organizations make decisions due to the **New Normal**, they have unlimited opportunities to manifest their *New Visions of Excellence*.



**Do not let your ship go down in the
seas of uncertainty.**

“If you don’t know where you are going, any road will get you there.”

– Alice in Wonderland

“When the rules change, the world changes.”

Joel Barker
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DISCOVERING THE FUTURE

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PARADIGMS

Paradigm (from the Greek paradigm – pattern): A set of rules and regulations that define boundaries.

THE POWER OF A PARADIGM

Before we can really begin talking about change and solving problems, we need to understand what a paradigm is and how to make a "paradigm shift".

Paradigm is a Greek word. It was originally a scientific term and is more commonly used today to mean **a model, theory, perception, assumption, or frame of reference**. In a more general sense, *it is the way we "see" the world* - not in terms of our visual sense of sight, but in terms of perceiving, understanding, and interpreting.

A simple way to understand **paradigms** is to see them **as maps**. We all know that "the map is not the territory." A map is simply an explanation of certain aspects of the territory. That is exactly what a paradigm is. It is a theory, an explanation, or model of something else.

Each of us has a great many maps in our head, which can be divided into two main categories: maps of the way things are, or realities and maps of the way things should be, or values. We interpret everything we experience through these mental maps. We seldom question their accuracy; we are usually even unaware that we have them. We simply assume that the way we see things is the way they really are or the way they should be.



The Paradigm Shift Question

What today is impossible to do in your business, but if it could be done would fundamentally change what you do?

"When the rules change, the world changes."

DISCOVERING THE FUTURE

The Business of PARADIGMS

"THE BUSINESS OF PARADIGMS"

Our paradigms prevent us from seeing, accepting, and understanding new ideas. Webster's dictionary defines Paradigm as "a pattern or a model".

Paradigms are a set of rules and regulations that do two things:

1. Establish Boundaries
2. Provides Rules for Success

Paradigms act as filters that screen data coming into one's mind. Paradigms filter incoming experiences. We are viewing our world through our paradigms all the time. We constantly select from the world that data that best fits our rules and regulations and try to ignore the rest. As a result, what may be perfectly clear to a person with one paradigm, may be totally imperceptible to a person with a different paradigm.

THE "PARADIGM EFFECT"

"The Paradigm Effect" can blind us from creative solutions to difficult problems. Our rules and regulations keep us from successfully anticipating the future, because we try to discover the future by looking for it by-way-of our old paradigms. Our paradigms have the power to keep us from seeing what is really happening.

THE "GOING BACK TO ZERO" RULE

When a paradigm shifts "everyone goes back to zero". It does not matter how big your market share is or how strong your reputation or how good you are at the Old Paradigm; with the New Paradigm you go back to zero. "Your past successes guarantees nothing".

Your paradigm could change your life and possibly the world. Think, believe, share, and have conviction about your ideas.

Do not be blinded by the success of your old paradigm and all the investments you have made in it. When you are confronted by a profound and different way to continue your success into the future, do not reject it because it does not fit your rules. *Your successful past could block your vision to the future.*

Paradigms dramatically affect our judgement and our decision making by influencing our perceptions.

If we want to make good judgements about the future, and to anticipate the future successfully, we must be able to recognize our present paradigms and be ready to go beyond them.

KEY OBSERVATIONS ABOUT PARADIGMS

- Paradigms are common; we have them in all aspects of our lives.
- Paradigms are useful. They show us what is important and what is not. They help us find important problems and they go on to give rules for helping to solve those problems. They focus our attention.
- Paradigm changers are usually outsiders of the old paradigm - at the edge.
- The courage of a true "Paradigm Pioneer" is their great courage and trust in their judgement.
- You can decide to change your rules and regulations. You can choose to see the world anew.

Warning: Sometimes your paradigm can become **THE PARADIGM** - the only way to do something.

"When the rules change, the world changes."