

# Paradigm-busting workbook



# It is up to us to interpret the “facts”

Thought exercise: is a given megatrend an opportunity or threat? It could be either, depending on your mindset. Complete this exercise by filling in the blanks, challenging yourself to interpret the “facts”, which many see as threats, as opportunities.

## Threat

## Opportunity

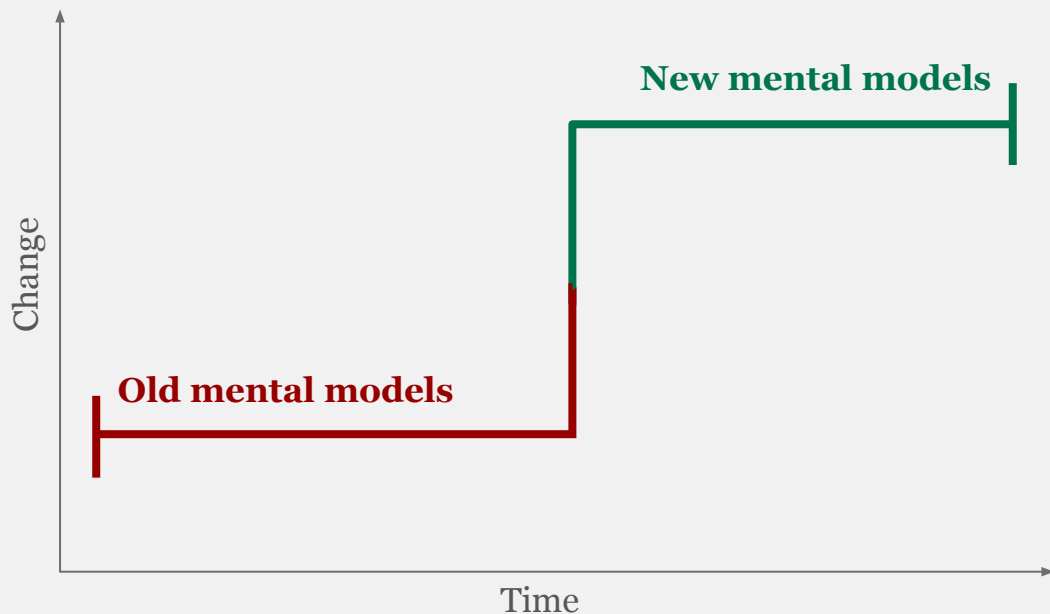
Aging demographics	Aging population	New “silver market”
Rising health-care costs	Health-care spending	New health-care services and settings
Urban congestion	Urbanization	Growth cluster of the future
Economic loss and human impact	Sustainability	Growing power and infrastructure needs
Near-term price and energy volatility	Energy price volatility	Movement towards energy alternatives and efficiency
High competition in rapidly evolving area	Smart devices	Multitude of new devices requiring power
Privacy concerns	Digital ubiquity	Increased access to information

# Shifts in our mental models enable us to solve problems and pursue opportunities

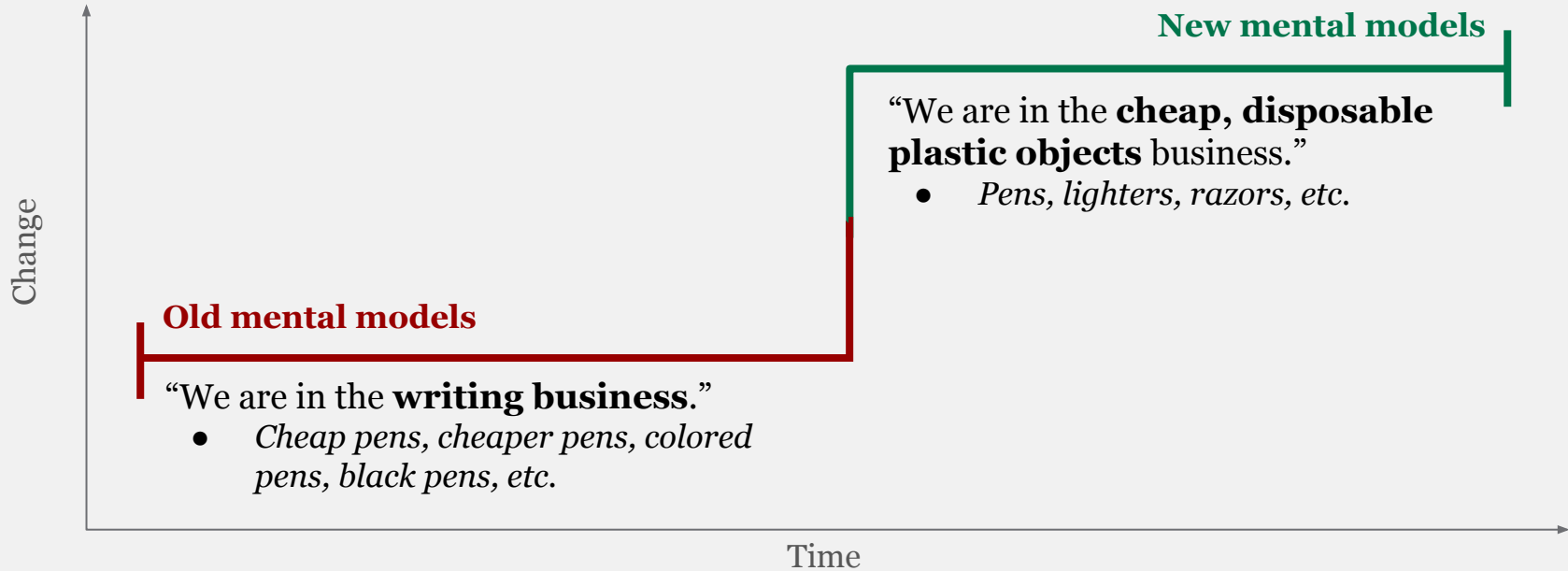
Mental models, paradigms, or the way that we think about things help us shortcut thinking to arrive at decisions quickly, but they can also inhibit positive change, keeping us stuck in old ways of thinking.

Small, incremental change in our mental models doesn't always yield the change we need; we need to actively challenge our assumptions to drive meaningful change.

**Let's review some examples.**

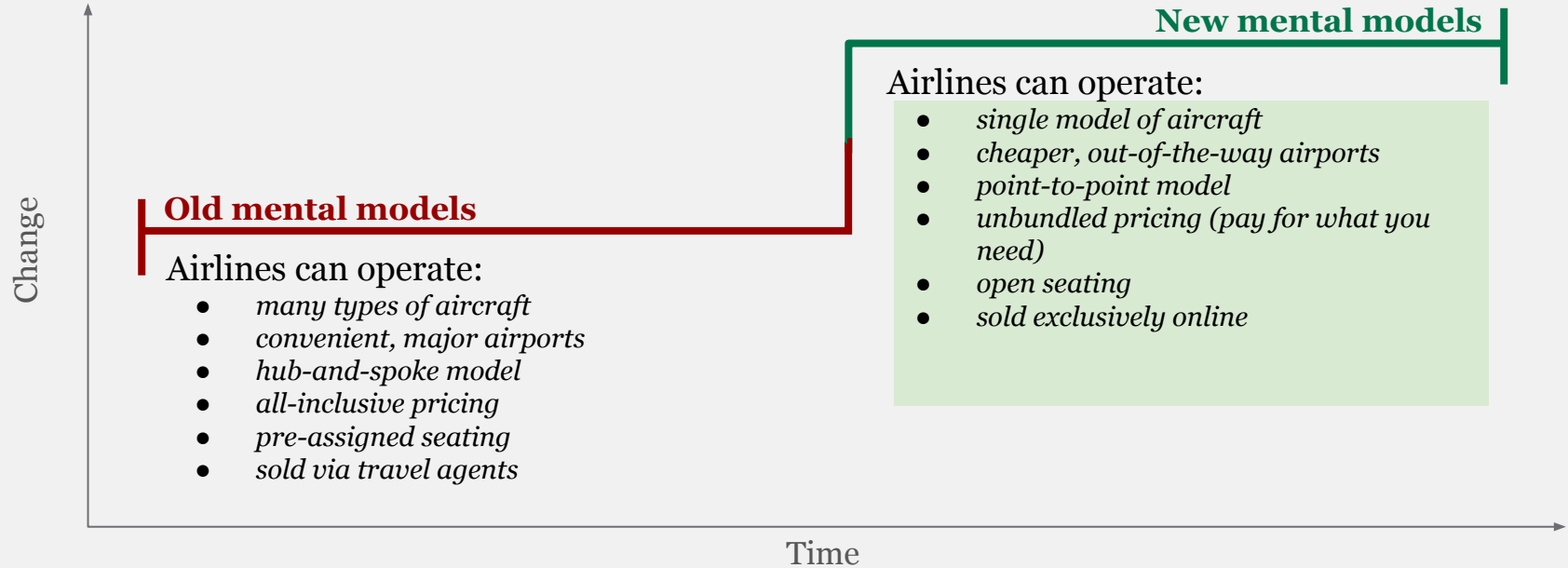


# BIC opened the door to new lines of business (e.g., lighters, razors) by shifting mental models



# Low-cost airlines shifted prevailing airline paradigms to disrupt the aviation industry

Fill in the blanks.



# Describe another mental model shift that has resulted in a major change

Fill in the blanks.

