

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

Aging demographics

Aging population

Opportunity

New “silver market”

Rising health-care costs

Health-care spending

New health-care
services and settings

Urban congestion

Urbanization

Economic loss and human impact

Sustainability

Growing power and
infrastructure needs

Near-term price and energy volatility

Energy price volatility

High competition in rapidly evolving
area

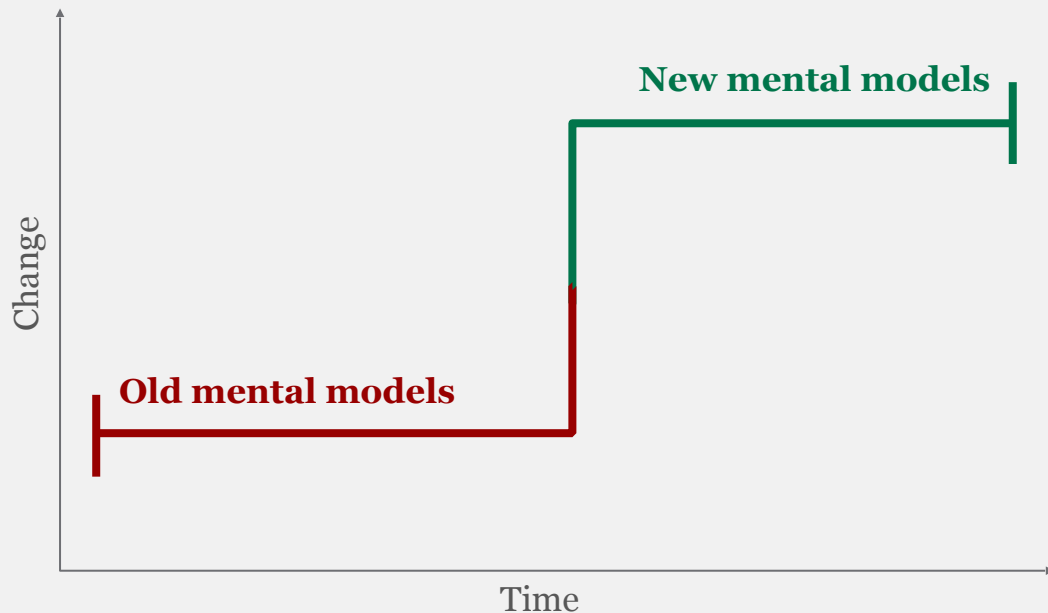
Smart devices

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

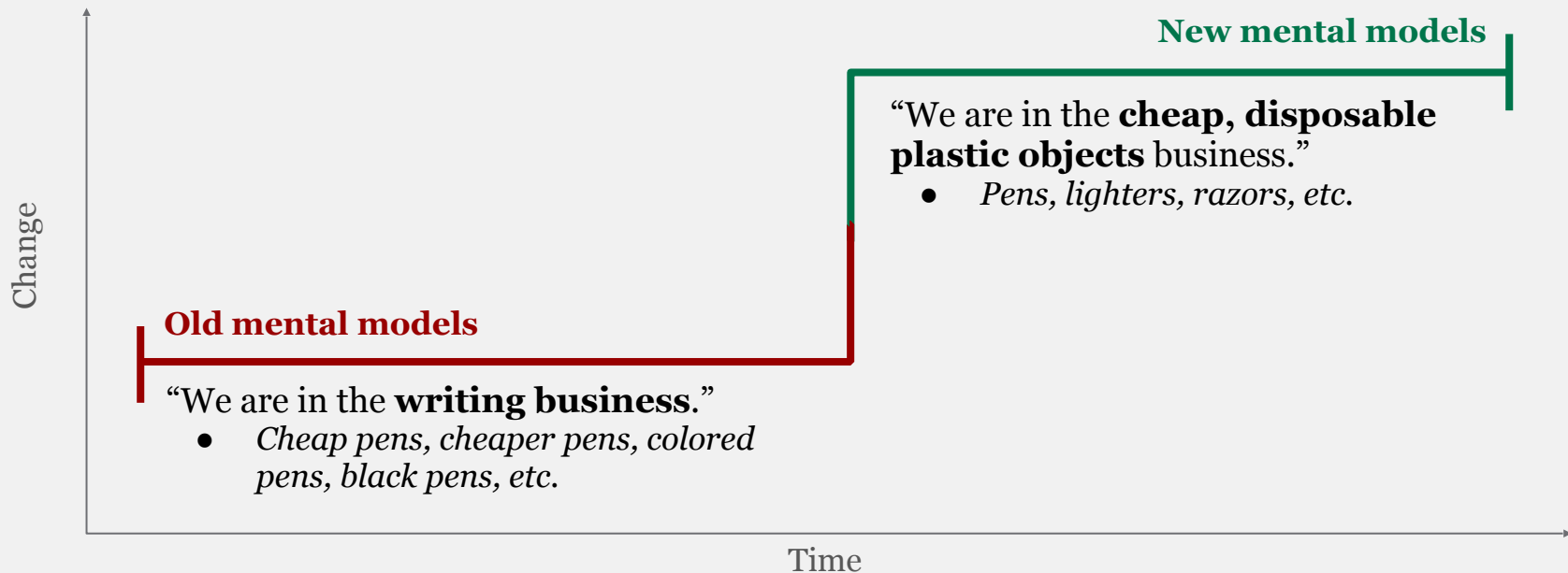
Mental models, paradigms, or the way that we think about things help us shortcut thinking to arrive at decisions quickly, but they can also inhibit positive change, keeping us stuck in old ways of thinking.

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.

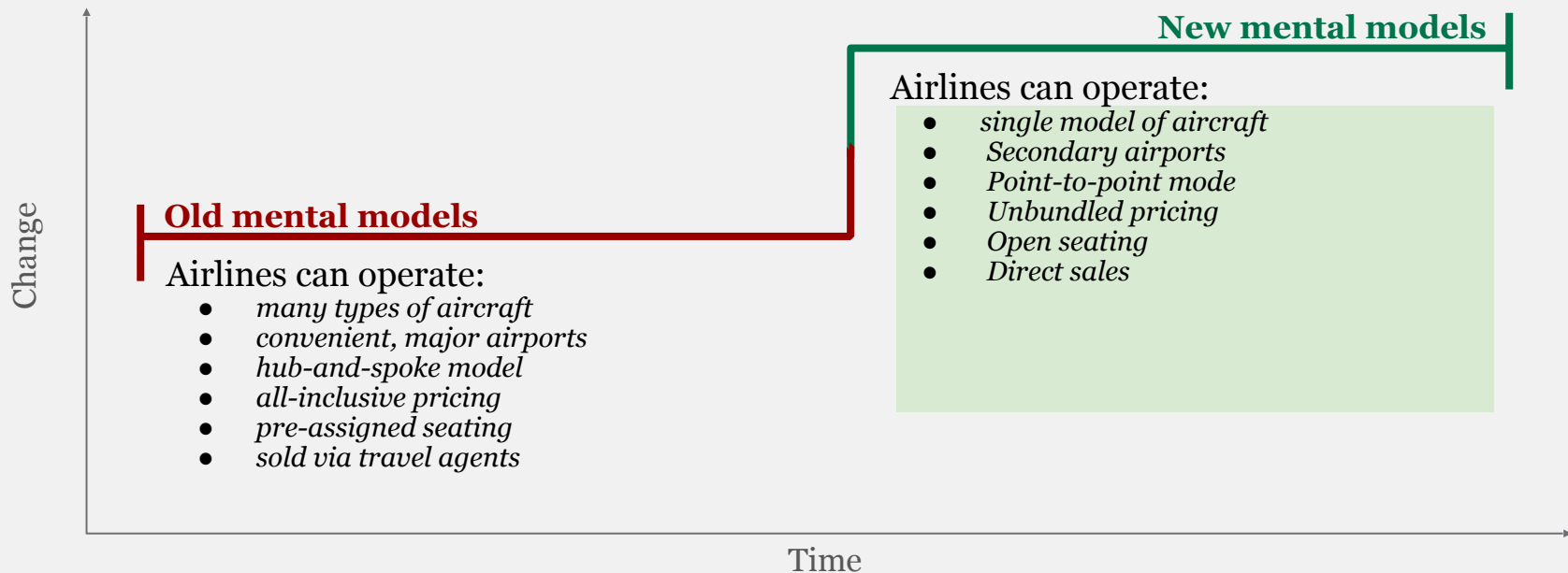


BIC opened the door to new lines of business (e.g., lighters, razors) by shifting mental models



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.

