

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

Rising health-care costs

Urban congestion

Economic loss and human impact

Near-term price and energy volatility

High competition in rapidly evolving area

Aging population

Health-care spending

Urbanization

Sustainability

Energy price volatility

Smart devices

Opportunity

New “silver market”

New health-care services and settings

Affordable Housing, Sustainable Infrastructure & Smart Mobility

Growing power and infrastructure needs

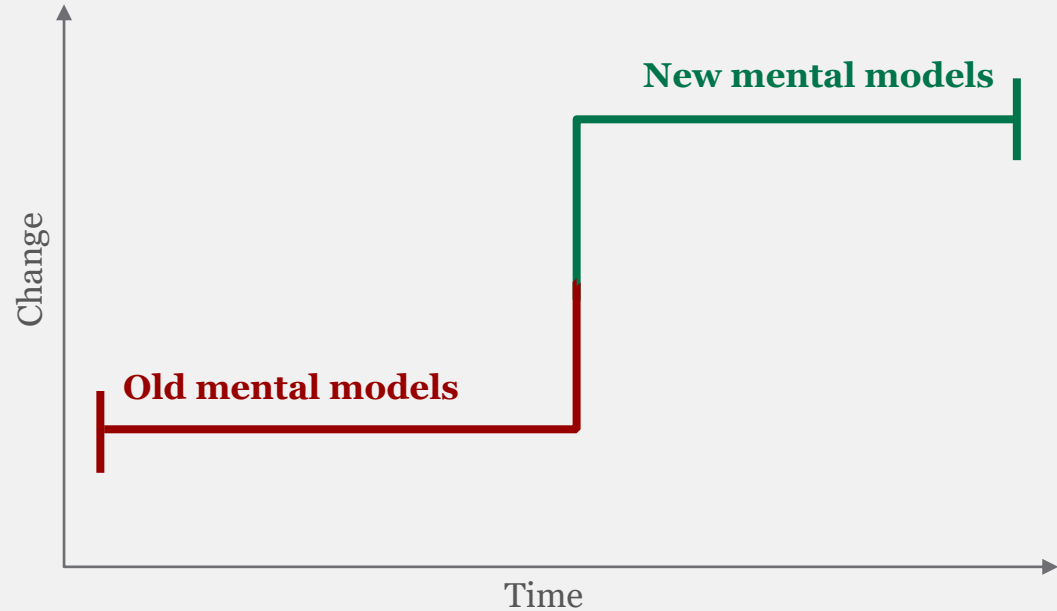
New market for energy efficient & renewal energy, Energy Storage & Distribution Technologies

New market for smart devices & related technologies in healthcare, transport & retail

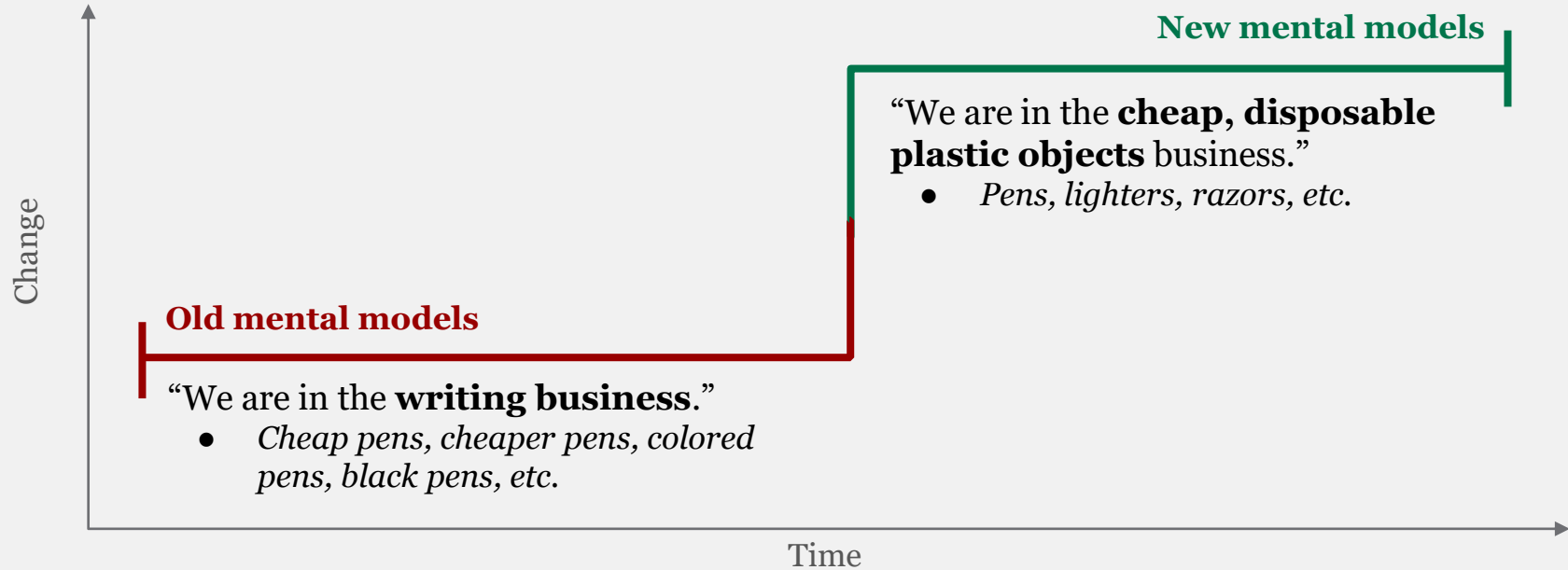
Shifts in our mental models enable us to solve problems and pursue opportunities

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.

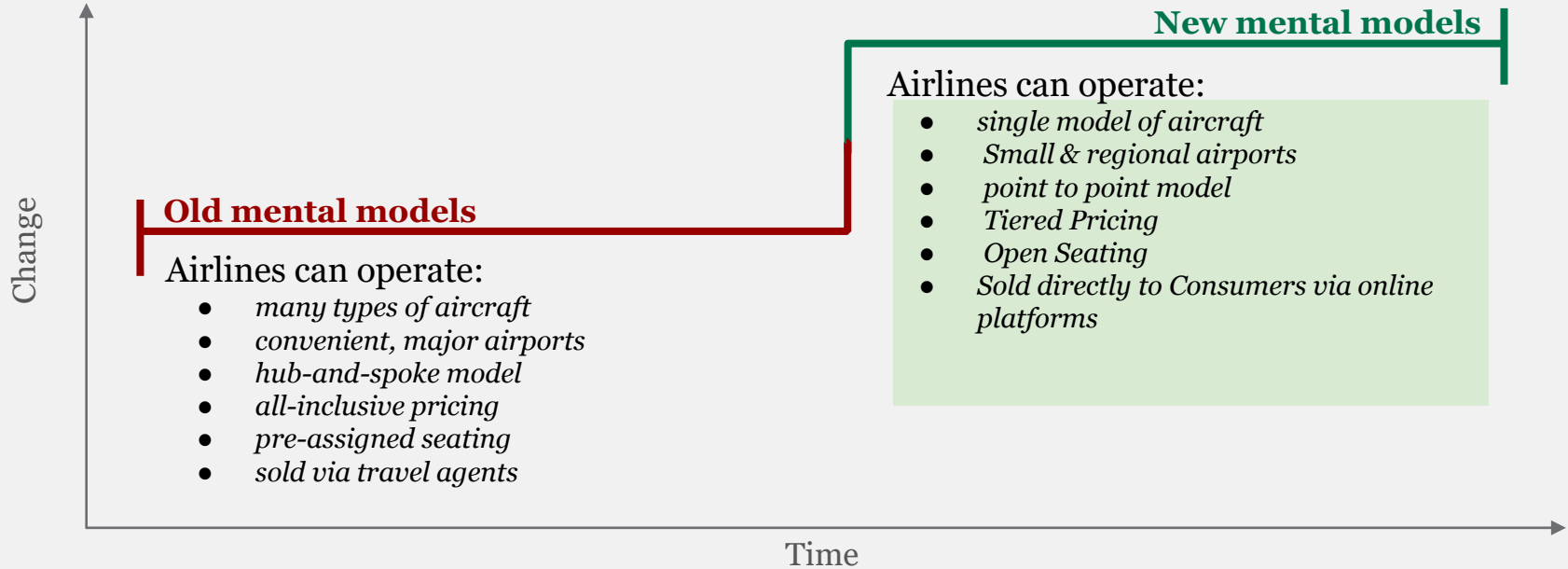
Small, incremental change in our mental models doesn't always yield the change we need; we need to actively challenge our assumptions to drive meaningful change.



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



Personal Computers: From Business Machines to Personal Tools

