



PARADIGMS & PRINCIPLES

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Overview

- Case Study #1
- Case Study #2
- Paradigm – Definition
- Paradigm - Effects
- An Exercise
- Conclusion

Case Study #1

Swiss watch makers

□ 1968

- 80% of global profits, 65% market shares



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- Refused to accept the “change” looming around the idea of “digital” watches
- Against their success formula!
- Just too “different” for them to accept

Case Study #2



Chester Carlson

Case Study #2

XEROX



Chester Carlson

Case Study #2

XEROX



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Case Study #2

XEROX

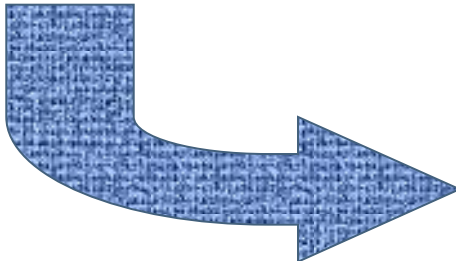


Chester Carlson



HEY, WHERE DID
WE GET THIS NEW
COPYING MACHINE?

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Paradigm Definition

❑ Webster's

“A pattern” or “a model”

❑ Wordweb

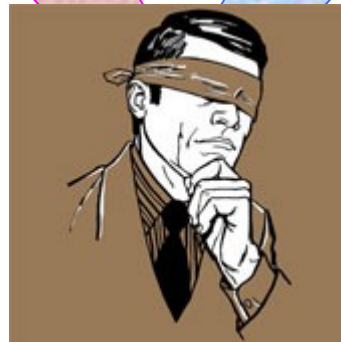
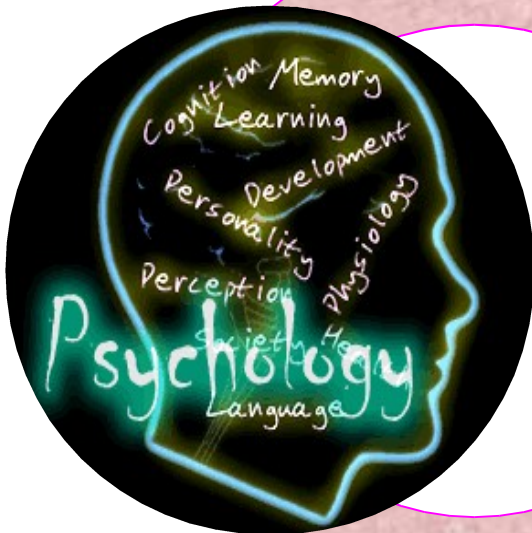
“A standard” or “typical example”

❑ Our definition

- Sets of rules and regulations that do two things
 - Establish boundaries, defining what is important and what is not.
 - Give a structured approach to solving problems.
- In a way, paradigms are good. They help us ignore irrelevant data and focus on more important things

Paradigm Effects

- ❑ Blinds us to data
 - Some times psychologically and sometimes even physiologically i.e. they are invisible to us



Paradigm Effects

❑ Paradigm Paralysis

- Night-out Paradigm
- Godfather Paradigm
- Jack of all Trades
- Success Paradigm

Why not evaluate ideas ?



Paradigm Effects

❑ Paradigm Change

- A paradigm change reduces all to zero.

Isn't it good to learn the art of beginning from zero.



An exercise

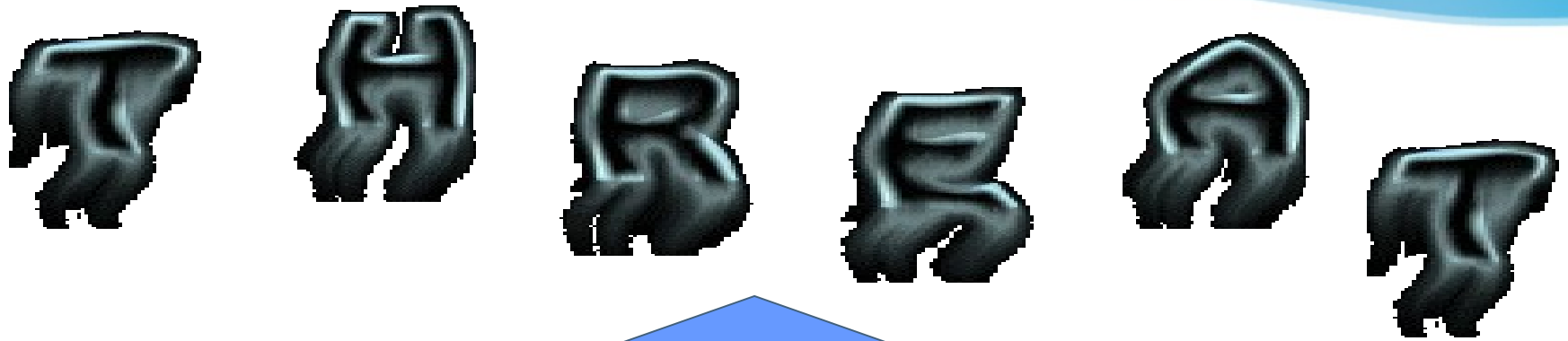
1. Think of a problem that has been troubling you
2. Try to find why is it a problem at all i.e. why are you not able to solve it – try to figure out the paradigm in which you are trying to solve it
1. Can the problem become solvable by changing the paradigm?



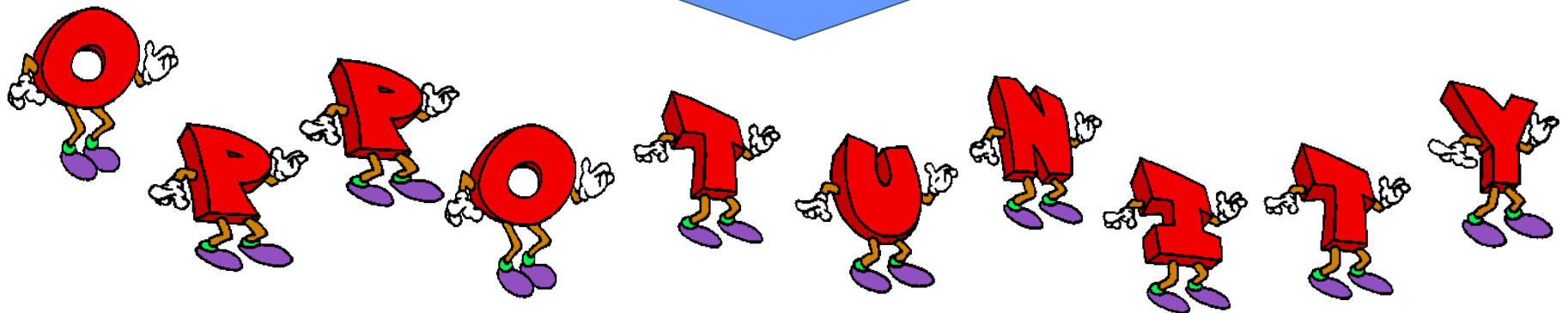
“What is impossible to do today?”

Can it be done with fundamentals completely changed?”

Conclusion



You can choose to
see things in two ways



Conclusion



PROBLEM

Every problem
has a backdoor to
its solution



PROBLEM



SOLVED

And these solutions are
capable enough to keep a
flexible person happy and
busy for an entire life time





References

[1] Stephen Covey 'Seven Habits of Highly Effective People'

[2] Joel Barker 'Paradigm Acceptance' (Video)



Thank You!

