

Session 2

What is “Paradigm Shift”?

Change is the only constant.

Heraclitus

(c.535 - 475 BC) Greek philosopher

**Everything flows,
nothing stands still.**

Heraclitus

(c.535 - 475 BC) Greek philosopher

You cannot step twice into the same river; for other waters are continually flowing in.

Heraclitus

(c.535 - 475 BC) Greek philosopher

Paradigm [pæˈrædɪm, -dàɪm], *n.*

A set of ***assumptions, concepts, values, and practices***

that constitutes a ***way of viewing reality*** for the community that shares them, especially in an intellectual discipline.

The illusion of promising industry/major/career

| Year | Successful Industry | Successful Major | Successful Career |
|-------------|------------------------------------|--|---|
| <i>1960</i> | Cotton, Plywood | Textile Eng., Chemical Eng. | Military officer Policemen |
| <i>1970</i> | Apparel, Wigs | Chemical Process, Mech.Aerospace, Material Eng. | Salary men Bank employee |
| <i>1980</i> | Shoes, Bicycles | Civil/Structure Eng., Architectural Eng. | Salary men Legal workers |
| <i>1990</i> | Home Electronics Semiconductors | Electronic/Computer Eng., Material/Semiconductor Eng. | Salary men Public service |
| <i>2000</i> | Telecomm., Internet | Medical, Oriental Medicine, Dental schools, Law schools | Lawyers, Doctors Pharmacists, Pub.Svc. |

These promises will be broken before graduation!

What is a really promising major?

- What is a **really** promising major?

No such thing

- What is a **really** promising career?

No such thing

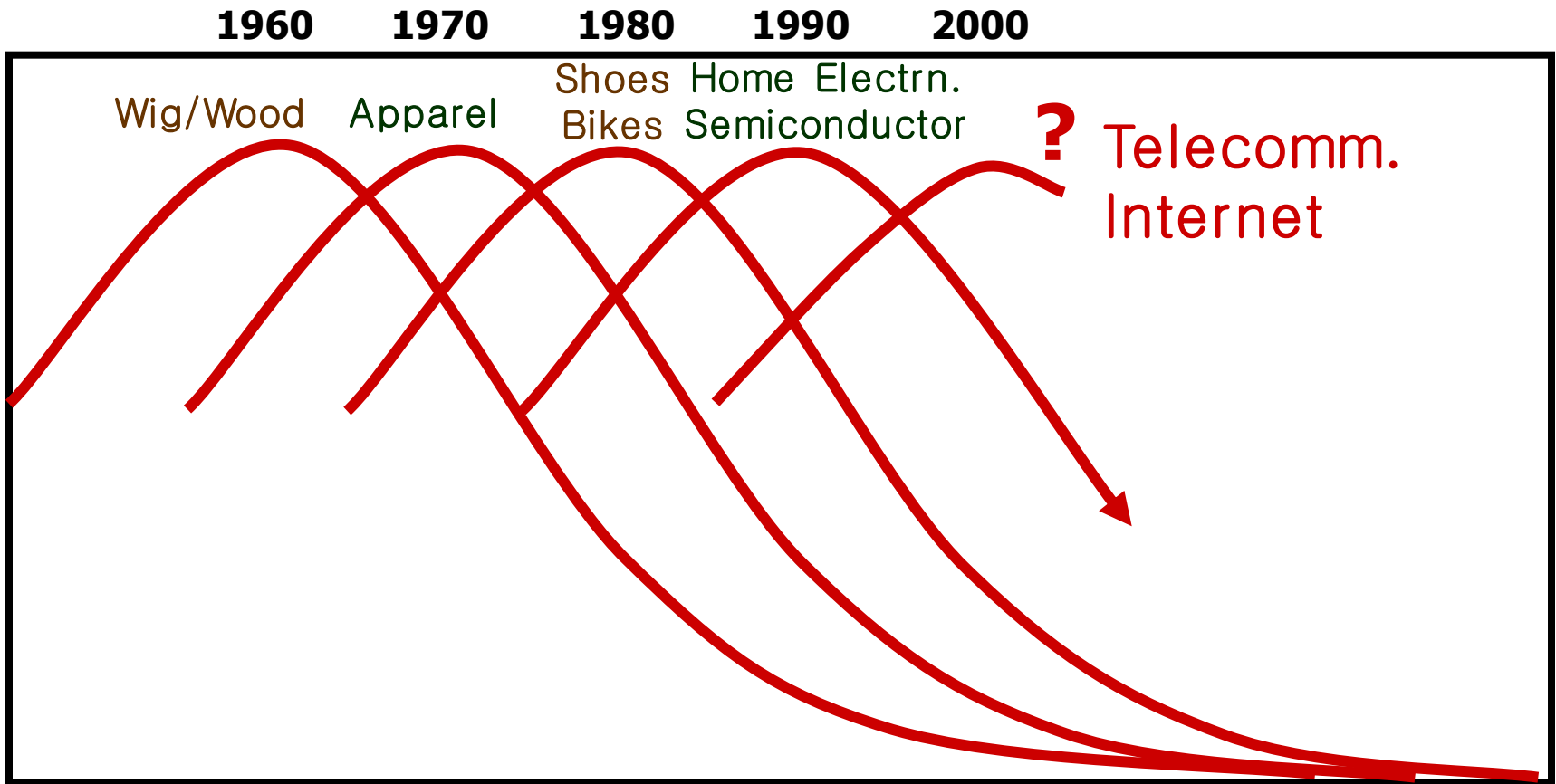
Where have all the flowers gone?



Where have all the flowers gone?

Pete Seeger

Where have all the flowers gone?



What is Paradigm Shift?

- a. Charcoal fire – LNG
- b. Cotton combing – Cashmere quilt
- c. Ice cubes – Refrigerators
- d. Paper bags – Plastic bags
- e. Horse carriages – Moving centers
- f. LP,CD – MP3
- g. Tea room – Starbucks
- h. Table tennis – PC rooms

Conclusion: 1

Paradigm shift is *hard*.

2

Few even try.

3

Even few succeed.

What is Paradigm Shift?

- Can Charcoal fire compete with LNG,
if they increase **productivity by 10%** ?
- Can Cotton combing win Cashmere quilts,
if they can remedy **high labor costs - low efficiency** ?
- Can Ice cubes beat refrigerators,
if they strengthen **price competitiveness** ?
- Can Paper bag makers outsell plastic bags,
if all the family members **united their strengths** ?

What is Paradigm Shift?

(continued)

- Can horse carriages outrun moving centers,
if they **cooperate and band together** ?
- Can LP, tearooms, table tennis
outperform CD, Starbucks, PC rooms,
if they **restructure, manage openly, raise public funds** ?

| | | |
|-------------|---|---------------------------------|
| Conclusion: | 1 | <i>Narrow-minded ideas.</i> |
| | 2 | <i>Obsession with the past.</i> |
| | 3 | <i>Lack of common sense.</i> |

Why shift paradigm ?

**The era, conditions, environment
(=everything) has changed.**

Harness Race



Polo



Paradigm Shift



| | Old Market | New Market |
|-----------------------------|---|---|
| It's like | Horse racing | Polo |
| It takes place at | a single track, one flow | a wide stadium |
| The view is | fixed to the front | 360° |
| To win, you need | Effort, Productivity Price competitiveness Driving force | Strategy, Teamwork Cooperation, Price setting, Counter-attacks |

Session 2 Summary

