

Directions: Answer the following questions based upon your viewing of the video, Discovering The Future: The Business of Paradigms by Joel Barker. Be thorough and specific in your responses.

1. What is the normal reaction of people to change? 1 point

2. Define what a paradigm is according to Joel Barker. 1 point

3. What do paradigms do to data/information we receive? How do people react to data/information which does not fit their current paradigm? 2 points

4. Explain what the paradigm effect is. 1 point

5. What lesson about paradigms does Joel Barker say we should learn from our experience with products "Made in Japan"? 1 point

6. What does Joel Barker mean by "Going Back to 0"? 1 point

7. What is paradigm paralysis according to Joel Barker? 1 point

8. What does Joel Barker say we need to do to anticipate the future successfully? 1 point

9. List the 5 key concepts about paradigms which Joel Barker provides? 5 points