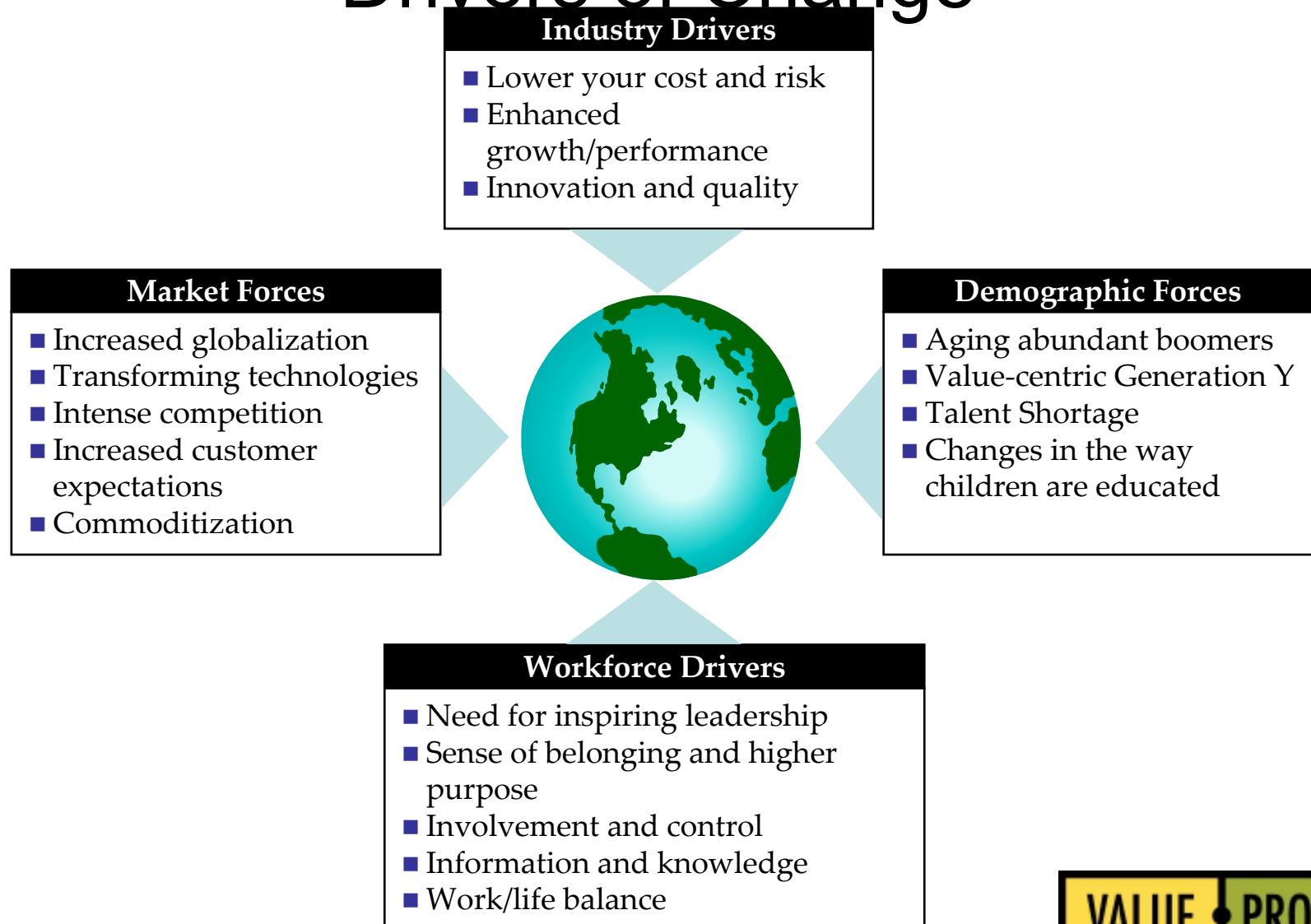




Paradigm Shifting for the New
Economy:
Taking Tourism from Service to
Creative Experience



Business Knowledge – External Drivers of Change



To accomplish more rapid improvement in managing (businesses) we need a new paradigm, not a better implementation of the existing one.

Harvard

Business School

What is a paradigm?

Why is it important?

How do we get a new one?

What is a paradigm?

Tom and Mary are found dead in a room.

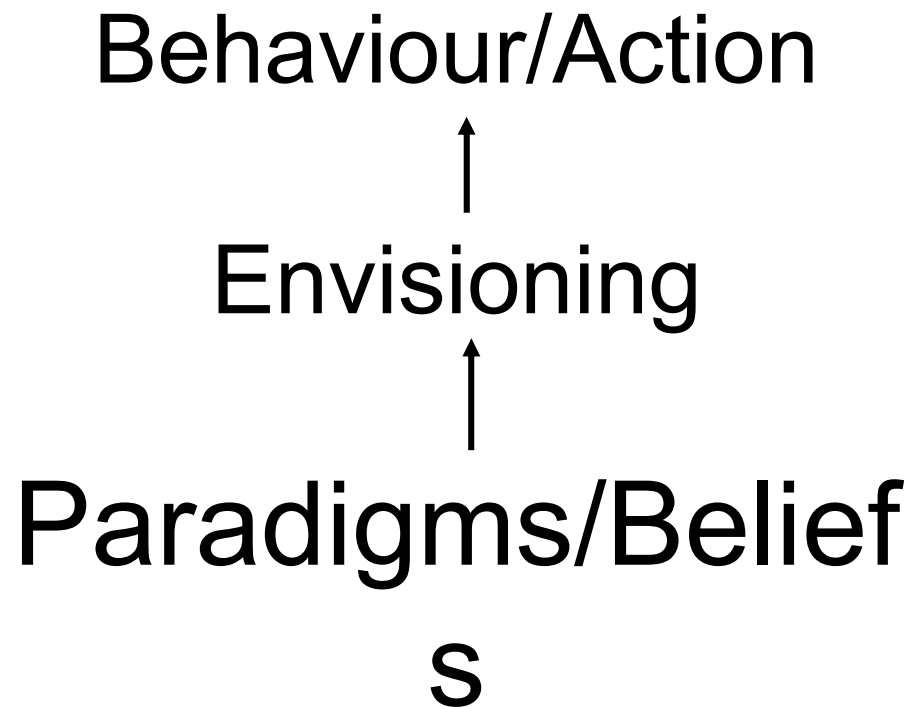
The door and window are locked from the inside.

There is broken glass and water all over the bodies.



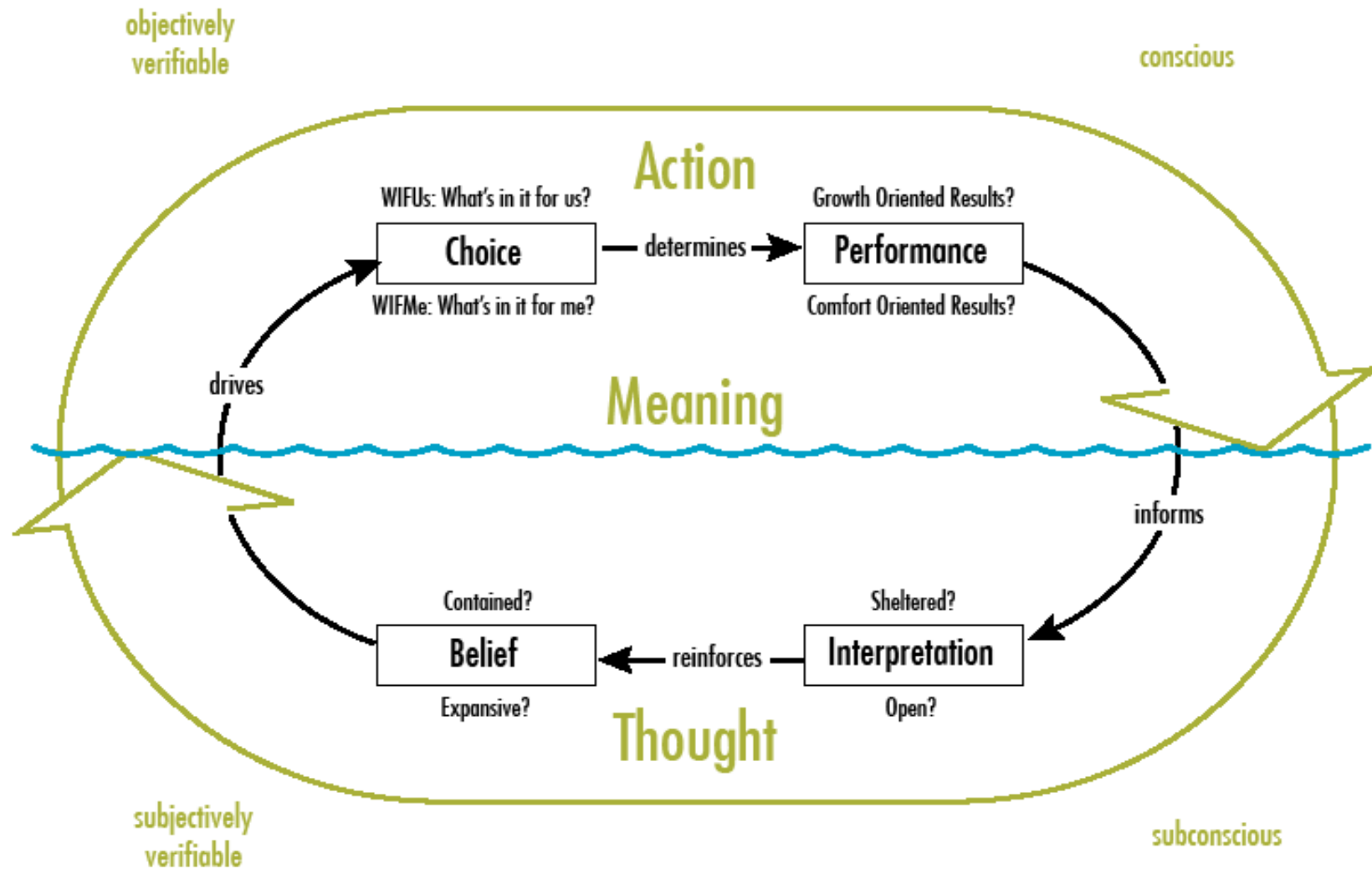
Who is the murderer?

Why is it important?



**How do we get a new
one?**

TRANSFORMING PEOPLE PERFORMANCE - VPG diagnostic





It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.

Charles Darwin