

Paradigm Shifting: Getting outside our

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Paradigm

A set of:

- Standardized assumptions
- Beliefs
- Perceptions

shared by a
“community” of people.

Our...

Standardized assumptions

Beliefs

Perceptions

have changed or are in transition.

Paradigms set boundaries
on our thinking.

And tell us how to behave within
those boundaries.

When gripped by a paradigm...

it can very
difficult to see
the world in
any other way.

A paradigm shift:

New game.

New rules.

New boundaries.

An early sign new paradigms is on the horizon:

Some “crazy”
people starts
saying strange
things and
messing with
the rules.

And when the rules change...
the world changes.

Paradigm shifts we've
seen in our lifetime.

40 years ago...

Our “eye” phone was a toy
pulled by a string.

Today...

52% of children under the age of 8...

have used a smartphone.

15 years ago...

Our 140-character opinions
were written on bathroom
walls.

Today...

There are over 500 million
tweets sent daily.

35 years ago...

We drank tap water:

Often...
out of a garden hose.

Today...

Americans spend

\$16 BILLION a year on bottled water.

**And tap water was...
and still is...**

FREE!

30 years ago...

This was the only apple we knew.

Today...

Over 250 million Apple
computers have been sold.

In 2014 they released...

Need for Speed.

30 years ago...

Our need for speed
was very different!

Think: AOL dial-up

Warner Brothers

Disney Channel

Universal Studios

Nickelodeon

21st Century Fox

BET

Paramount Pictures

Comedy Central

Showtime

Golf Channel

National Geographic Wild

HBO.

Turner Entertainment Network

All these companies have 3 things in common?

One:

They are all
entertainment companies.

Two:

Entertainment companies are
driven by ratings & viewership.

Three:

Follow the money.

The parent companies of these
entertainment companies

Own...



A once-held paradigm:

News channels reported
the news without an agenda.

A new paradigm?

Many main-stream media outlets have become ratings-driven and political.

Who do we trust the least?

Journalist/News Reporter

Member of Congress

Senator

Lawyer

Insurance Salesperson

Car Salesperson

20 years ago...

Yearbooks...

were the book of faces we knew.

Today... Facebook

Reports having more than
3 billion users.

That's larger than the
populations of China, India,
and the U.S. combined.

36% of Americans report...

They regularly get their
news from Facebook.

There are more than two trillion
text message sent annually.

The average person sends
13 text messages per day.

**There are more than 300 million
Zoom meetings daily.**

Amazon

Profits shot up
\$113 billion in 2020.

Or should I say...

Skyrocketed!

**While 37% of all
small businesses closed up.**

Paradigm shifters:

The crazy people who challenge
our rules and offer new ones.

Martin Cooper

Those most likely
to shift paradigm are...

Those who don't care about
the rules of the game.

Paradigm shifters ask...

DUMB questions.

Paradigm shifters ask...

HARD questions.

And because they are often
viewed as outsiders who just
“don’t understand.”

Those faithful to existing paradigms...

resist and reject paradigm shifters.

Paradigm resistors say...

“That’s impossible!”

Paradigm resisters say...

“We don’t do
things that way
around here!”

Paradigm resisters say...

“We tried that
before and it
didn’t work.”

Paradigm resisters say...

“If it were only that easy.”

Paradigm resisters say...

“We have rules
that don’t allow
us to do that.”

Paradigm resisters say...

“How dare you
to suggest we are
doing things wrong?”

The warning signs
that a paradigm shift
is may be on the
horizon:

Turbulence

Dissatisfaction with how things are.

Existing paradigms begin
to be less effective.

The “community”
senses the situation...

And begins to
lose trust in the
old rules and leaders
who stick to them.

Turbulence increases as
conflict with the existing
paradigm becomes
more apparent.

Paradigm
shifters steps
up and
offer a new
solutions.

Many paradigm shifting ideas
have been around a while...
just waiting for the time to be right.

The “community”
becomes extremely
upset and demands
clear solutions.

A new paradigm is suggested that solves a small set of significant problems the old paradigm could not.

Some in the “community”
accept the new paradigm
as a leap of faith.

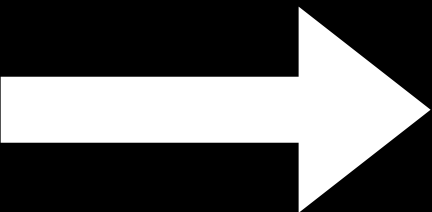
As more adopt
the new paradigm...

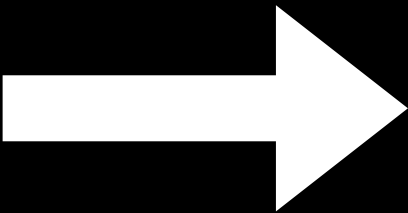
Momentum builds.


Turbulence declines as the
new paradigm starts
solving problems and the

“community” has a new
way of doing business.

Situational Awareness

Perception  Being vigilant

Understanding  Sense making

Prediction  Anticipating the future.

Playing the
role of the
crazy guy today
who will make
crazy predictions
about the future is... me!

Potential paradigm shifts on
the fire service horizon:

The future?

Financial strain from lost
tax revenue due to
business closings will
impact city budgets.

The future?

There will be calls for greater accountability and justification for how tax dollars are spent.

The future?

Federal funding is going to be tied to some form of federal operational oversight.

The future?

Demands for greater
efficiencies and
reduced costs.

The future?

Data & science will drive decisions.

The future?

Fire department efficiency studies will abound, with an emphasis on work-hour utilization.

The future?

More consolidation
of services
&
regional delivery systems.

The future?

More public safety
departments, combining:
Police, fire & EMS.

The future?

Responders will become dual-rolled city employees to increase utilization.

The future?

Resources shift toward
preventing loss.

The future?

Changes in
structural firefighting.

The future?

Out of hospital care by EMS:

- In-home preventive care

- Post-discharge follow-up care

- Post surgical follow-up care

- Mobile care units

- In-home geriatric care

- Virtual EMS consults

The future?

Fire-based EMS will increase as private EMS employers struggle to attract and retain staffing.

The future?

24-hour staffing models will be deemed inefficient and replaced.

The future?

Private sector pay and benefits
will make it harder to attract
and retain first responders.

The future?

More turnover.

The “Great Resignation”

The future?

The fire service paramilitary
ethos will die.

And a kinder, gentler
ethos will emerge.

The future?

Uniforms will become
more casual,
maybe even optional.

The future?

Long-standing
fire service traditions
will be challenged.

Many will fall.

The future?

Responders will feel
more empowered to
refuse legitimate
orders they
don't agree with.

The future?

Complaints to HR from responders who feel abused, harassed and/or emotionally hurt will increase dramatically.

The future?

While supervisors
feel helpless to
hold those workers
accountable.

The future?

Public safety agencies
will select more
leaders with
private sector
backgrounds.

The future?

Private sector competition for
workers will drive up
public sector pay and benefits.

The future?

Responders will...

Sleep at home (while on-duty).

The future?

We will see an Increase
in the number of people
working from home
and available
to volunteer.

Recruitment will
remain a challenge.

The future?

Greater scheduling flexibility
and job-share programs.

The future?

Greater priority on family
with high expectations
for accommodations.

The future?

Agencies will provide onsite
child care as an employee benefit.

And responders will be allowed to freely visit
and play with their kids while on-duty.

The future?

Greater emphasis on
health and wellness.

The future?

The labor-management
relationship gap will widen.

The future?

Fire department fleets will
be hybrid or all-electric.

The future?

Virtual reality
training will gain
popularity.

The future?

New generation workers will
require entertainment
as much as education.

The future?

Instructors will be
challenged to maintain
engagement and
participation.

The future?

There will be a rise in
niche conferences
and a decline in
mega conferences.

The future?

Print magazines will
cease to exist.

The future?

Police response times to
unstable scenes will be less reliable.

The future?

Citizen journalists
(with camera phones)
will increase
immensely.

The future?

Quality elected leadership
will be harder to find.

The future?

The decisions of elected officials will be influenced more by a small number of vocal residents.

At this conference...

You may be introduced
to many new ideas
whose time has come.

Embrace the future!

Be flexible

Be resilient

Be open-minded

Be adaptable

Be brave

Be a change pioneer!

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