



# EBSOnlineArticle

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## THE NEED FOR A NEW LIFE PARADIGM

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**The** new economic phase, the entrepreneurial phase, has arrived. Humans are now entering into a new economic climate, where we will experience unknown opportunities – if we are only able to detect and utilise them!

The pre-condition for entering into this phase, the phase of unlimited opportunities, is the creation of a brand new life paradigm. Using the old paradigms, we will only be able to see the limited and diminishing job opportunities, we will keep believing that everything is scarce, and we will keep thinking of winning or losing (taking from someone in order to survive). The combination of these factors, is the very cause today, for the feeling of helplessness, many people are experiencing.

The first major paradigm shift needed, is to stop looking for jobs, but to start looking for business opportunities that will create jobs.

This frame of mind is similar to a bird hunter, looking for birds to shoot. Jobs are the birds hiding in fruit trees, belonging to existing businesses, the Government and other NGO's, while job hunters are competing to find these

jobs (birds). Most of us are experienced bird hunters, skilled and trained by the various education institutions. Because we are highly skilled hunters, we have created a paradigm that the only way to earn a living, is to shoot birds. We are used to apply for jobs as bird hunters, where the various organisations hire us, and pay us salaries to shoot the birds. The better shooters are the people in the well-paid jobs. For years, there was a great demand for bird shooters, but all of a sudden, something changed (there are more shooters than birds). Information technology gave the bird shooters more firing power, which resulted in less bird hunters needed. Numerous bird hunters lost their jobs and it became more difficult for the new bird hunters (still produced by the system), to find jobs. The boom in job opportunities, created by the industrial phase in the economy, has finally come to an end!

### **What now?**

The answer is straightforward. The bird hunters have to become farmers. They need to learn how to plant trees and grow fruit for themselves. The problem is, however, that fruit tree owners are well established – they have captive markets, and enjoy economics of scale

benefits. It will be suicide for the trained bird hunters to become fruit farmers. What should they do? They need a brand new paradigm. They have to look at the situation in a different way. They need to stop looking for jobs and start looking for business opportunities – they need to become innovative in order to develop other fruit or even vegetable species. The first paradigm is therefore the shift away from being trained as “bird shooters” to be trained as “farmers”. The paradigm to look for “birds to shoot” should shift towards looking for “farming” opportunities.

The scarcity paradigm needs to be replaced with an abundance paradigm. Information technology has also empowered the individual to compete on an even foot with big business. Small business, however, has the huge advantage of flexibility, as well as the necessary speed to move and adapt quickly.

People need to realise that, with ideas and innovation, nothing can ever be scarce in the market economy. Economic growth is driven by ideas, and ideas are truly unlimited.

As we know by now, a paradigm is a stereotyped set of beliefs, which has been programmed into the sub-conscious mind. A paradigm can therefore (contrary to popular belief) not be changed without effort. It is not as easy as to simply walking around a tree, to create a different view to the problem. The present paradigm, we are programmed with, is a result of an intensive and continuous process we went through. What is needed, is another intensive and continuous process, consisting of real effort and commitment, to create brand new software, for our built-in computers – our brains!

To create this software, we also need very special programming techniques in order to instruct our “computers” to perform the critical functions needed.

The new mental programs needed, include the following specs:

- Business acumen.
- Creative and innovative abilities.
- Intuition
- Work passion
- A success mindset
- Economic knowledge and unlimited opportunities.

These new programs will enable us to break out of the mental jail. We will only be able to break out if we can change the scarcity instruction to abundance. We must work hard on changing the old “win or lose” paradigm to a paradigm of “creating more or less”. We will have to re-think the way we measure achievement in the education process. At present we are measuring achievements as the percentage of right answers. We must realise that progress is not about winning or losing, but about creating.

We finally need programs, which will make us realise that we can take control of our lives, and nobody else.

Only these new programs, if installed in your built-in computer, will change the present job-seeking paradigm of helplessness, to a mindset of positive hope, driven by confidence and entrepreneurship. We should therefore strive to develop new methods in education. We have to move away from creating losers. Losers are simply people who do not believe in themselves. We need to make people realise they are brilliant.

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