

MEDIA REVIEWS

Reviewed by Bill Ellet for *Training Media Review*

Paradigms, the Sequel

"I'm Joel Barker, and I'm a futurist."

Those are not promising words given the track record of the people who appoint themselves as seers. They're wrong most of the time. Joel Barker, though, isn't that kind of futurist. He predicts nothing. He offers a simple, yet rich, prescription that helps us to see the future within the present a little more easily.

In the 1980s and 1990s, Barker made videos popularizing the ideas of science historian Thomas Kuhn. Those videos showed how Kuhn's notion of a paradigm could be applied to business. *The New Business of Paradigms* repackages Barker's paradigms in two editions for a whole new generation.

The *Classic Edition*—the title suggests a can of Coke—is 26 minutes and includes familiar examples of paradigm thinking, such as the card trick and the ultra-efficient piston engine vehicle. The *21st Century Edition* is shorter, only 18 minutes long, and includes more recent examples of paradigm thinking. For me, the new examples are more interesting than their predecessors.

The production values for both editions are a big change from earlier paradigm tapes. Everything has been burnished to meet the commercial standards that now apply to training programs. Colors sparkle, the audio is crisp and clear, locations shift, and narrative shots use a variety of props and people.

In the *Classic Edition*, Barker tells his opening story about Galileo, not on a set but next to the Grand Canal in Venice. We watch Barker walk through the crowd of ever-present pigeons in the Piazza di San Marco.

This is definitely not your father's training video.

Recommendation

In the later videos of the older series, Barker seems bored. Here, he's relaxed and smiling, and he seems to relish the prospect of introducing new, young audiences to his ideas. And why shouldn't he? How many people get the opportunity to reintroduce their ideas to a new

Joel Barker's *The New Business of Paradigms*

★★★★★	Holds viewer interest
★★★★1/2	Acting/Presenting
★★★★★	Diversity
★★★★★	Production quality
★★★★★	Value of content
★★★★★	Instructional value
★★★★★	Value for the money
★★★★★	Overall rating

generation? Not many. He has won acceptance for the paradigm viewpoint in business. In this retelling, he performs with a mellow enthusiasm that seems just right.


Video Details

Joel Barker's The New Business of Paradigms, video, 2001, 26 minutes or 18 minutes depending on edition, Star Thrower Distribution Corp: 800.242.3220, www.starthrower.com. Purchase: US\$895. Other material: fieldbook, CD, reminder cards.

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RATINGS KEY

★★★★★
★★★★1/2
★★★★
★★★1/2

Outstanding
Very good
Good
Above average

★★
★1/2
★

Average
Below average
Poor