



The Art of Quantum Planning: Lessons from Quantum Physics for Breakthrough Strategy, Innovation, and Leadership

Gerald Harris

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Planning today is plagued by a lack of imagination. It's often difficult, when working with a business, organization, or any group of people, to upend traditional thinking and unlock new ideas and new possibilities. If you are a strategic planner, or anyone charged with managing growth or facilitating change, it is important to add to your arsenal tools that will allow you to break unhealthy groupthink, avoid old patterns, and escape narrow safe zones. In *The Art of Quantum Planning* Gerald Harris takes seven concepts from the scientific study of tiny particles and applies them in the larger world, showing how they can pry open minds, spur creativity, and make the planning process far more innovative and effective.

The dual nature of light—it can be both a wave and a particle—serves as a jumping-off point for a discussion of how either-or thinking can limit our sense of what options are open to us. Heisenberg's Uncertainty Principle, which says we cannot know both the position and the speed of an electron, reminds us that it is impossible to be aware of every variable, and so planning must be a learning process that continually incorporates new information and makes adjustments. Harris explains quantum concepts in layman's language and, using real-world examples, gives practical advice on applying the ideas in actual planning situations—including improving techniques for scenario analyses that help managers function in an uncertain business environment.

This approach demands an open mind and a willingness to venture into unexplored territory—also keys for effective leadership. Using the lessons provided as triggers for thinking *The Art of Quantum Planning* will help readers to a more profound understanding of how to create successful strategies.



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