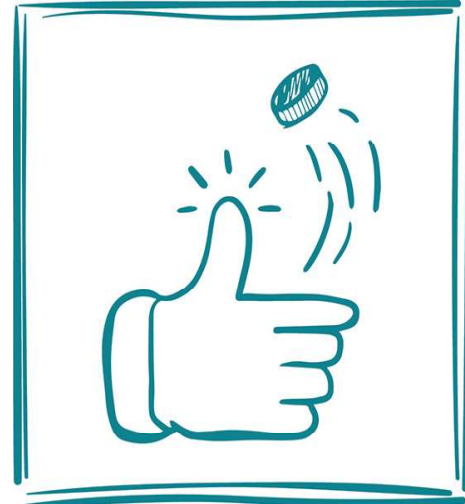


Strip Away Everything Method 1: Flip Orthodoxies

As we discuss in the strip away everything chapter, orthodoxies are pervasive beliefs that often go unstated and unchallenged. One orthodoxy some organizations shared prior to 2020 was that virtual work just wouldn't work for them. This orthodoxy affected real estate and staffing decisions, including who could fill which roles, and who could do what work, when, and where. When COVID-19 led to office shutdowns all over the world, organizations entered an involuntary experiment that forced them into challenging this orthodoxy. Many of them found that virtual work was possible although not without challenges it could often work. Our own team in the Deloitte Greenhouse was compelled to strip away our long-held belief that we couldn't deliver engaging experiences for our clients virtually. When we had little choice all of a sudden, we put aside what we previously "knew" and applied our energies to figuring out how to do what was needed at the time. We found that indeed we could make virtual experiences engaging. This method can help you challenge your own orthodoxies intentionally, even without a global pandemic forcing your hand.



How to flip orthodoxies:

STEP 1: Identify your deeply held, shared beliefs. It may be helpful to organize your beliefs in categories, such as our organization, our customers, our industry, and our competitors (or some other categories that make sense for you.) Start with the question, What do we know to be true?

STEP 2: If you're trying to solve a particular problem, identify those beliefs that are directly related.

STEP 3: Flip each belief to identify its opposite. For example, the opposite of virtual work can't work for us, is virtual work can work for us.

STEP 4: Brainstorm what could be possible if the flipped orthodoxy was indeed true. For example, we could broaden our talent pool by hiring people who don't.

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