

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

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**Review** Gerald Harris' title is far more intimidating than the content of this easy read. In this 'tool' he translates seven basic rules of the universe into recognizable situations and shows us how to use them to move organizations forwards - out of ruts and group-think towards better planning, creativity and management.

- **Real observations can be made from multiple perspectives** – When you recognize that there are multiple realities you become more willing to challenge assumptions, deal with sacred cows, let go of tightly held opinions and embrace divergent 'both/and' thinking.
- **Light is both a particle and a wave** – Recognizing that things have both static and continuous states affects the way you see your customers, what you deliver, how you understand your organization's purpose and the way that its planning develops. Customers now have 'one time' and 'ongoing' needs requiring feature-rich products and services with multiple capabilities. Your organization now has both a specific and multi-faceted purpose requiring a planning process with feedback mechanisms.
- **The point from which we look at a particle affects our measurements** – When you recognize the impact that intention can have on the final result you become more open to discussing underlying beliefs – a discussion that often contributes significant insight into changing dynamics in the market place.
- **Time is not an essential ingredient - the universe can create without it.** – When you recognize and address the restrictiveness of time and sequence – the before and after view - you open the way to creativity and adaptability.
- **You can't simultaneously measure the speed and position of an electron – measuring one affects the other. Uncertainty is inescapable** – When you recognize that it's impossible to get all the information needed to make the exact right decision you begin considering the little things that could cause big changes and you base your decision framework on multiple points of view. Planning becomes a learning process that continually incorporates, and adjusts to, new information.
- **The weak and strong forces in a unified field are interconnected and continually adjusting.** – When you recognize that all actions cause reactions you begin to see that opportunities in the marketplace can't be controlled or limited by any single entity. Since the market place keeps the infinite possibilities balanced, cooperation benefits all.
- **Energy vibrates at many levels** - When you recognize that an organization's assets create the energy that gives it life you start witnessing that energy at many levels. The ease with which customers can access the value the organization delivers often feeds that energy.

**Golden  
Nugget**

The exercises and suggestions encourage the use of these ideas in a wide range of settings.