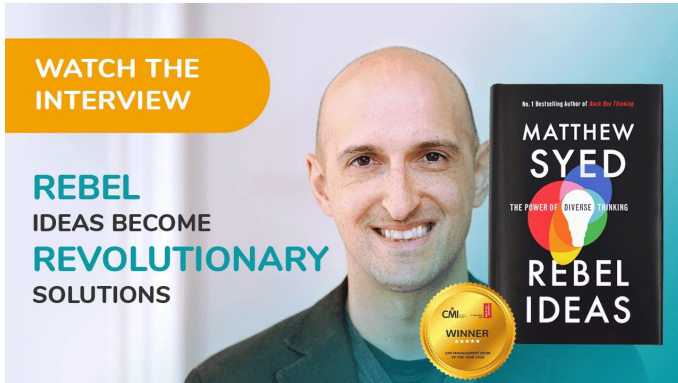


Explore the Theme — SEEDING WITH DIFFERENCE

A few excerpts from *REBEL IDEAS: The Power of Diverse Thinking* by Matthew Syed
for other “Explore the Theme” postings visit [EXPLORE THE THEME](#):



Management Book of the Year 2020
<https://www.youtube.com/watch?v=GQ-2EBFkXtKw>

In **LET’S TALK ABOUT SEEDING?** it was said: the growth of new structures requires the introduction or **seeding** of new material into the environment. In **SEEDING DIFFERENTLY** we meet Matthew Syed, author of *Rebel Ideas*. Syed argues “that our brainpower as individuals isn’t enough. To tackle problems from climate change to economic decline, we’ll need to employ the power of “cognitive diversity.” Drawing on psychology, genetics, and beyond, Syed uses real-world scenarios to introduce us to the true power of thinking differently, for our seeding of new life.

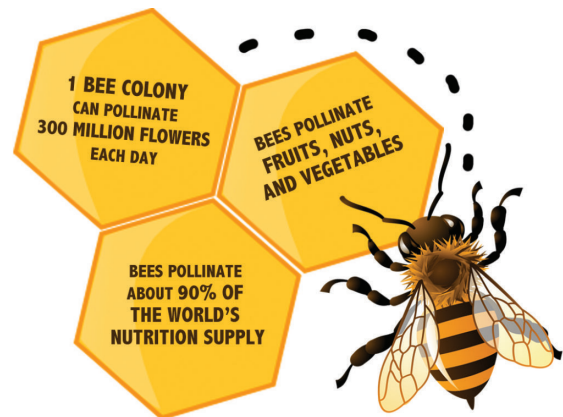
Unless the grain of wheat ...
Uber

What do I/we
assume
about SHCJ life
& structures?
If I/we
examined these
assumptions
closely,
would that
make me/us
look at things
from a
different angle?

"The first step for any group seeking to tackle a tough challenge ... is not to learn more about the problem itself ... not to probe deeper into its various dimensions, [but] to take a step back and ask:

**Where are the gaps in our collective understanding?
Are we beset by conceptual blinkers?**

... Unless this deeper question is confronted, organisations run the risk of ... examining a problem, looking ever-deeper, while doing little more than reinforcing their blind spots."



When ideas are shared, they do not add up.
They multiply.

“Or, to take ... [an] example, suppose you are considering starting a new taxi company. The first assumption might be: ‘taxi companies own cars.’ The reversal would be: ‘taxi companies own no cars.’ Twenty years ago, that might have sounded crazy. Today, the largest taxi company that has ever existed doesn’t own cars: Uber.”