Think different

Do you want success? Yes? Great. I think we all want to be successful. But how? I try to learn from the success one.

In the past several years Apple may be the most success company. 20 years ago it almost bankrupted but now it became the most profit one. I think one reason is Apple did not follow other, think differently and always be creative.

This is an iPhone and I know many are using iPhone. iPhone is good and Apple is a great company. But today I am not going to talk about the phone or the company. I'd like talk about one advertisement of Apple - Think different. It was casted in 1997. In this advertisement Apple showed some greats, like Einstein and Martin Luther King, who thought differently and changed the world greatly.

We admire these greats and want to think differently and change the world. But from our everyday experience it is so difficult to do this, to think differently. Why?

Firstly peoples always lived in a society. They need the sense of belonging and fear to be lonely. But the society did not like disagrees and even punish them sometimes. Martin Luther King was shot because he thought differently and disagreed with some ones. So people need a lot of courage to think differently and express their thoughts because they may be punished or estranged from the society. This is not easy to take it!

Secondly sometimes thinking differently can lead us to great success, like Apple, but many times they lead us to the failures. In Yuan dynasty, a man called Wan Hu wanted to fly like a bird. Peoples said”No, you can’t”. But he thought differently. He sat in a chair and bound a rocket around it. He fired it but failed to fly and killed himself. Peoples are afraid of the failures, so they begin to be afraid of thinking differently. It is not easy to take failures!

Thirdly the pride of past success blocks peoples from thinking differently. At the beginning of 20 century the physicists were so proud to announce all physical problems had been solved. They can explain the world based on Newton and Maxwell’s theory. All of the left were just some clouds. The pride and vanity blinded the physicists from the truth. It is not easy to forget the past success and think differently from the beginning.

So thinking differently is so difficult, it may make you feel lonely, lead you to the failure and even put you in danger. Shall we stop thinking differently? No, we should think differently and insist on it! Why?

Firstly the truth of the world is different from what we see. If we don’t think differently we will never get the truth. For example, peoples see the Sun, the moon and the stars arise from the east and go down to the west every day. So it is normal for peoples to think all of them are circling around the earth. But some peoples like Copernicus, Kepler and Galileo observed the sky carefully and thought differently. They challenged the [geocentrism](http://en.wikipedia.org/wiki/Geocentrism) and created heliocentrism. Now we knew that the earth is just a planet circling the sun. We know this truth only because some peoples thought differently. So if you want the truth, if you love the truth you must think differently!

Secondly thinking differently is the only path to the success. Yes, thinking differently may lead us to the failures. But Thinking differently sometimes can lead us to the success. If you don’t try to think differently, if you always solve problems in the same ways as others, then you will get the same result. So how can you become outstanding and get success? When you faced a problem you should try to think in a different way and solve it with a better solution. Maybe you can get a little chance to success. So if you want success and love the success you must think differently!

Thirdly and maybe the most importantly we should think differently because we are different. We have different genes, we have different families, we have different experience, different hobbies. We have different options from our hearts. Thinking differently from our hearts made us become ourselves. If you always think in the same way as others, how can you distinguish yourselves from others? René Descartes said “I think, therefore I am”. I’d like to say “I think differently, therefore I am”! If you want to be yourself, you love yourself you must think differently.

Based on all above please forget the difficulties and start to think differently. And insist on this and become crazy on this. Then you can change yourself, change others and change the world!