Think different

Hello everyone, do you take your phone every day? I do take mine, it is an 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. In this advertisement Apple encouraged us to think different, break the rule, make innovation and change the world.

Apple followed this. It invented iPhone which is totally different with the traditional phones and changed the way how people communicate. And Apple becomes popular and success. I decided to follow Apple’s spirit - think different.

But how can we think different? I think firstly we should look at things in the different way. For example we always read the word from the first letter to the last one. What will happen if we read the word in the reverse order from the last one to the first one? Live L - I - V – E will become E – V – I – L  – evil. Live is evil. Dog D – O – G will become G – O – D  god. Dog is god. Oh, I know why people like dogs now. I told my finding to my wife. Then she said “Now I appoint you as the servant of the god! Clean the shit of your god – Wang Cai at once.” Ai, live is really evil!

Only looking at things in different ways seems not work. I must do something “real”, invent something. I decided to follow Apple and invent the phone the third time. Apple re-invented the phone by removing the keyboard and only keeping a big screen. I decided to invent a phone by removing the screen and only keep the physical keyboard. Its only function is making a call. So I call it “iCall”, in Chinese “Wo Kao”. I talked my idea to my wife for financial support. She asked:” Are you kidding me? Who will want such a stupid phone without screen?” “The husband! Every husband should buy such a phone for himself, and then his wife can’t trace his call or location anymore. And he also wants another one to his wife, then his wife can’t shop on the phone any more” “No way!” my wife shouted out. I shouldn’t explain.

Beauty icon on the road.

It seems not easy to make innovation. I decided to come back to the reality, back to this speech competition. How can I deliver a good speech? I decide to open my mind and think in some different ways.

For a good speech I think the first thing is let the audience feel my passion. But how? I only know people can feel real things, such as phone, desk or chairs. En, I got an idea: I renamed the dog from “Wang Cai” to “my passion”.  Now “my passion” is a god and really lovely. All audiences can touch it and feel it – my passion. But unfortunately the guards of the building did not let him in.

So I must find another way – let the audiences follow my speech and my moves. It is easy to let the audiences to follow my speech but how can I let them move. May I can let the audiences move as their wills. I think, think and think. I got it. I can bring some mosquitoes or flies and then everyone will move their hands and arms like this. Just like they welcome my speech.

And I will print the word on ppt from up to down, just like the Chinese traditional way. Then every audience will read from up to down. Just like they agree with my speech!

These are not noble. And maybe the audiences want to leave. Now here is the last solution and the killer solution: I can put some special glue on the chairs and the audiences will stick to the chairs.  They can’t leave before my speech’s end.

How do you think my ideas about a good speech? Bad! Oh I am sorry you did not like. It seems not so easy to think different. But good news is Jobs’ a famous speech: “stay hungry, stay foolish”. Maybe this is a bit easier. And I hope I can do better.