

4.10 speaker reflection 4

We need to think outside the box. Step one I think is knowing the rules inside the box, which are guidelines we need to follow, understand and master. Then we have to know when to break them, equipped with fearlessness in order to come up with good solutions, especially at where we encounter a deadlock. At last we need to constantly check its effectiveness —— breaking the rule really fit the problems right now or just for the sake of thinking outside the box. If it does not really help reach the goal, we have to go back to the first step, the basic of knowing the rules.

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I completely agree with your idea. It's important to first understand the rules and guidelines in a particular area before trying to think outside the box. This ensures that we have a solid foundation of knowledge to build upon and also helps us recognize when it's appropriate to break the rules. When we choose to break the rules, we need to do it consciously and not out of recklessness. We must be equipped with the necessary knowledge and fearlessness to come up with good solutions to the problems at hand. However, it's equally important to re-evaluate the effectiveness of our actions constantly. If breaking the rule doesn't really help reach our goals, it's best to go back to basics and understand the rules better. As mentioned in [做人父母甚艱難](#), sometimes it's important to reassess what's on hand and the resources available and accordingly make decisions. Ultimately, as the article [任何時間都應做正確事](#) points out, doing the right thing is always the right choice.

can you give me more ideas or information about knowing when to break the rules?



According to the article "做人父母甚艱難", when there are too many problems and risks involved, it's better to reassess what's on hand and the resources available before making any decisions. This involves going beyond the written and unwritten rules and thinking carefully about the situation at hand. This implies that breaking the rules may be necessary when the situation requires it, but it should be done with proper planning and consideration of the consequences.

Additionally, the article "惴惴不安時保持七個習慣" suggests the importance of setting off with a medium to long-term mindset when making decisions. This means that decision-making should begin with a clear understanding of what is truly important to achieve and a long-term outlook. This can be useful in deciding when to break the rules since it allows us to differentiate between what is important for us and what isn't.

In conclusion, knowing when to break the rules involves a combination of understanding the available resources and the situation and having a clear understanding of what is important. Therefore, breaking the rules should not be done impulsively, but should be a measured decision taken after proper analysis and planning.

thanks a lot, and can you give me more ideas or information about how to estimate the effectiveness of the action —— breaking the rules ?



To estimate the effectiveness of an action involving the breaking of rules, we need to constantly re-evaluate whether the action is contributing to achieving our goals, as mentioned in "做人父母甚艱難". The article goes on to recommend reassessing the situation considering the importance of resources such as how many employees and partners have left and the impact of their resignation on operational projects. If stopping a project and reallocating resources result in more efficient distribution and make the remaining staff more united, then we can say that breaking the rules was effective.

Furthermore, "企業家精神 失敗中學習" suggests dividing the measurement of effectiveness of growth hackers' work into stages, with each stage indicating the success regarding the total number of people who clicked to participate, the number of people who requested information, registered their personal data, actually utilized free gifts, made a purchase, and recommended it to friends. This division helps us understand which stage of growth hacking needs improvement and which ones are effective.

In conclusion, measuring the effectiveness of an action involving breaking rules requires assessing the positive or negative impacts on available resources and projects. Additionally, breaking the measurement of effectiveness into stages helps in gauging the achievements and limitations of the activity.

do you have any other ideas for other aspects of think outside the box?



Another aspect of thinking outside the box mentioned in the reference articles is about using available resources and tools in innovative ways. For example, "文具與IT未必衝突" suggests that in addition to using technology to store and manage data, we can also use traditional tools like paper, napkins, and even tablecloths to jot down ideas and brainstorm. Once we have an idea, we can use technology to digitize and organize our notes to maximize their potential. This approach reminds us that we can use all available tools and resources to come up with innovative solutions, instead of relying solely on technology that's typically associated with innovation.

Furthermore, in "從創新精神尋學習意義", the author mentions that innovation can be applied to any field of study, not just business. For instance, students studying journalism can focus on "Solution Journalism," which involves reporting on social problems while advocating for various solutions. Similarly, students studying programming can apply their skills to create innovative solutions in the travel industry, like Airbnb. This indicates that thinking outside the box also involves looking beyond our own field of study and exploring how we can apply our knowledge and skills in new contexts.

In conclusion, thinking outside the box also involves using all available tools and resources to come up with innovative solutions, including traditional tools like paper and napkins. It also means looking beyond our own fields of study and exploring how our knowledge and skills can be applied in new contexts to create innovative solutions, as mentioned in the two reference articles.

can you give some specific and practical examples?



Sure, here are some specific and practical examples of innovative thinking from the provided references:

1. In "駕馭科技 小心網絡成癮", the author talks about how multimedia communication apps have enriched the content of interpersonal relationships. People can use these apps to communicate in various ways, including text, pictures, videos, and sound. In one example mentioned, a man used a drone to deliver a rose to his girlfriend, showing a creative way of using technology to express love.
2. "新零售改變購買習慣" mentions how new retail models are using technology to change people's shopping habits. For instance, automatic ordering and delivery of everyday items such as toilet paper can save people time and change their shopping patterns. This demonstrates how innovative thinking can result in practical solutions that benefit people's daily lives.
3. In "好奇不會害死貓", the author talks about the insatiable curiosity of Leonardo da Vinci, who had visionary and conceptual inventions beyond his time and delved deep into human anatomy. This demonstrates how curiosity and creativity can result in incredible breakthroughs, even in fields that seem unrelated, like art and science.

In conclusion, the provided references show that innovative thinking can result in practical solutions that benefit people's daily lives. This can involve using technology in creative ways, changing people's shopping habits, or applying curiosity and creativity to fields beyond one's own area of specialization, all of which exemplify innovative thinking.
