

Kenny is a Business Administration and Managemen graduate with an MBA in Marketing. Kenny has over 23 years' experience spread over different functional roles in different industries

- Manufacturing, Finance and Technology.

Radical Thinking for Growth By KEHINDE JODA



When we refer to something being radical this depict a change or action, relating to or affecting the fundamental nature of something far-reaching or thorough, while growth on the other hand is the process of increasing in size, radical thinking for growth therefore is a thought process through actions that lead to change or changes in the fundamental nature of the way we view or do things. This can also be inferred from the definition of radical in medical terms which means designed to remove the root of a disease or all diseased tissue e.g. radical surgery.

The pathway to the radical growth that I will be discussing is not complex. It's not some unattainable, envy-provoking vision or dream meant to torment us.

First let us look at that one factor that is common to History's Geniuses?

Certainly not Intelligence Quotient

let us look at Mary Vos Savant whose IQ of 228 is the highest ever recorded made very little contribution to the Arts, Science and Technology. She was an ordinary columnist in a newspaper compare with the Nobel prize winning physicist Richard Feynman whom many regarded as America's last great genius had a lowly IQ of 122

What thread Therefore Links?

Richard Feynman; Albert Einstein; Leonardo da Vinci; Charles Darwin; Picasso; Sigmund Freud; Mozart; Walt Disney and Bertrand Russel, these men have one thing in common "Productive Thinking" Productive Thinking as defined by Tim Hurson, a Canadian author, speaker, and creativity theorist is a structured approach to solving problems or generating creative ideas that is based in part on Creative Problem Solving (CPS) and NASA's IDEF. This structured approach combined knowledge with creative and/or critical thinking. A successful and effective productive thinker can be both fully creative yet also fully critical of the results of their creativity.

An example of this might be an author who writes from their heart and imagination but yet can go back later to what was written and honestly critique the style, and the flow of the narrative, the vocabulary and punctuation towards improving the end work.

Therefore the thread that link is Productive Thinking rather than Reproductive Thinking

Having examined Productive thinking, what then is reproductive thinking?

Nearly all of us can figure out the answer to things conventionally in a few seconds, analyze questions in relation to past experiences and what has been learnt in life that can solve the problem and by doing this we lose out on getting the desired results or generating different ways and approaching of solving problems, let us examine the following errors time won't forgive.

In 1899 Charles Duel, Director of the USA patent office, suggested that the USA government should close down the patent office saying that "everything that could be invented had been invented" while in 1923 Robert Millikan, Nobel winner of the physics prize said there was abso lutely no likelihood that man would harness the power of the Atom and again in 1861 Philip Reiss, a German, invented a machine which could transmit music, he was days away from inventing the telephone. "Experts" in Germany persuaded him that there would never be a market for the machine since telegraph existed. Alexander Graham Bell, 15 years later invented the telephone, became a millionaire and Germa ny was an enthusiastic first customer - the same "experts" who discouraged him, and 1938 Ches ter Carlson invented Xerography. Every major corporation including IBM and Kodak scoffed at his idea because carbon paper was cheap and plentiful and only mad men will buy an expensive copier. Few year later Xerox corporation developed his idea and had since thought the world to copy.

Having examined Productive thinking, what then is reproductive thinking?

Geniuses on the Other Hand:

Generate Multiple Perspectives and conjectures about any problem, from this quantity they retain the best idea for further development and elaboration and they never get dissuaded by failure because failure open fresh glimpses for them.

Peter Drucker in his book Principles of innovation highlighted 5 steps or principles that we can use to take advantage of a new innovation when an opportunity arises these principles are;

- 1. Analysis of the opportunity.
- 2. The opportunity should be analyzed to see if anyone will be interested in using the innovation.
- 3. The innovation must be simple and clearly focused on a specific need.
- 4. you should start small
- 5. Aim at attaining and maintaining market lead ership.