

# Catalign Quarterly Sep 2014

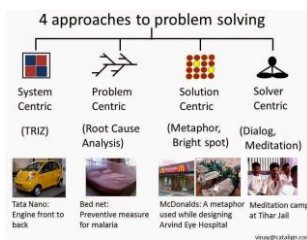
Sep 30, 2014

<http://www.catalign.in/p/catalign-quarterly.html>



## [An idea presentation template based on Steve Jobs' iPod launch speech in 2001](#)

The nine minute clip showing Steve Jobs launching iPod for the first time in 2001 is one of my favourite videos. I have watched it dozens of times, had several discussions on it in my workshops, and referred to it in our book as well. Somewhere along the way a thought came – can we create a simple template from this video that others may find useful while presenting their ideas? This article present such a template based on Why-What-How questions. [Full article](#)



## [Four approaches to problem solving](#)

Car breakdown? Boss or spouse upset? Long commute times? Corruption? Poverty? Every day, we experience problems at different levels and of varied complexity. Some, like car problem, appear solvable, some like, commute time appear more difficult and some others like corruption / poverty appear hopeless.

Nevertheless, problem solving has fascinated mankind for centuries. From Francis Bacon who championed inductive methods to Buddha who championed meditative methods various people have proposed different approaches to solve problems. Here is an attempt to classify these approaches into 4 categories – system centric, problem centric, solution centric and solver centric approach. [Full article.](#)



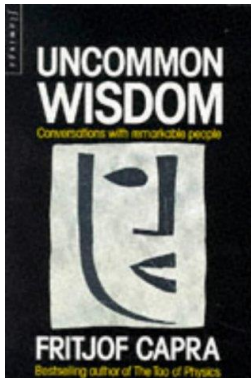
## [Pain multiplier effect: My key insight from a 10-day Vipassana course](#)

Earlier this month I got an opportunity to attend a 10-day silent meditation retreat – also known as Vipassana. During this course I got to experience pain-multiplier effect. It means major chunk of the pain is mind-made and not due to the original cause. In this article I present this key insight and the events that led to it on the 7th day of the retreat. [Full article.](#)

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[Uncommon wisdom from J Krishnamurti, Heisenberg, Fritz Schumacher and Indira Gandhi](#)

“[Uncommon Wisdom: Conversations with remarkable people](#)” is written by Fritjof Capra, the author of bestselling book “Tao of Physics”. It contains Capra’s conversations with over a dozen people who influenced him in his journey from theoretical physics to Eastern mysticism. In this article, I am summarising the nuggets of wisdom from four of these remarkable people: Jiddu Krishnamurti, Werner Heisenberg, Fritz Schumacher and Indira Gandhi. [Full Article.](#)