

## Catalign Quarterly Mar 2015

Mar 27, 2015

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### [Managing the tricky transition from “idea?” to “idea!”](#)

Which year did Steve Jobs discover that people were wearing white headphones at every block in New York City? 2004. And which year did Jobs propose to Apple board a product that would cannibalize iPod? 2004! Isn't it strange that you start to demolish a product when it is about to explode in the market? Well, a true innovator never takes a working idea for granted – calling it “idea!” For him, it is always an “idea?” with some assumptions that need re-testing with changing environment. Are you treating your idea as “idea!” already? [Full article](#)



### [3 principles of immersive research](#)

Immersive research forms a core element of Design Thinking methodology. It involves immersing yourself in (potential) customer's context and deriving deep insights on what he/she needs. It is similar to doing ethnographic research. The three principles are: (1) Context is more powerful than person (2) Their perspective is more important than my perspective and (3) A bright spot is a more useful starting point than a dark spot. The toughest one to practice is (2) – to represent the data from the other person's point of view. [Full article.](#)



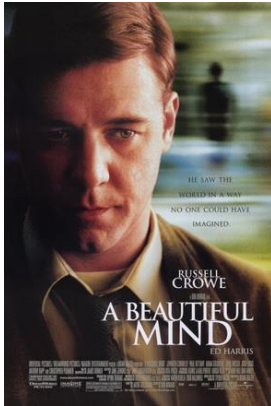
### [Learning from teaching of Design Thinking course at IIMB](#)

I got an opportunity to teach “Design Thinking” at IIM Bangalore in terms 5 & 6 of the academic year 2013-14 (roughly from Sept 2013 till March 2014). The ground rules stated that (a) customer validation is more important than excel validation and (b) iterative experimentation is valuable and no penalty for failed experiments. My four learnings from this teaching experience are: (1) Passion trumps in challenge selection (2) Depth of immersion matters (3) Experimentation needs rigor and (4) Presentations in every class helps. [Full article.](#)

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### [A beautiful mind and the three acts of creativity, madness and awakening](#)

How does a creative mind go mad? By believing in one false idea at a time. That is what happened to Nobel Laureate John Nash at the peak of his career at MIT. After doing his ground breaking research on Game Theory, Nash suffered from paranoid schizophrenia for a quarter of a century (from 1959 to mid-80s). But what is unique about Nash is that he has miraculously recovered from it and has continued to do good research since then. During the process of remission, Nash also got transformed from an arrogant and self-centred elitist to an engaged, lucid and “a very fine person” as his wife Alicia puts it. Through a few snapshots from the movie I trace the story of a beautiful mind in three acts: creativity, madness and awakening. [Full Article.](#)