

Catalign Quarterly June 2015

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

Passion
Impact
Chance of
progress

[How to PIC a challenge? A simple framework](#)

What do you want to innovate around? Answering this question is crucial. If you are completely blank, then a framework like [pain, wave, waste](#) may help you to generate options. Let's say you have generated a number of options, now what? Which one will you pick for further investigation? Here is a simple framework I use called PIC: Passion, Impact and Chance of progress. [Full article](#)



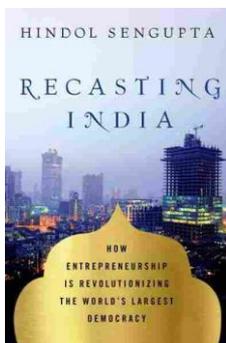
[Mindfulness on the go: my first workshop experience](#)

All of us keep transitioning between two states of mind – relatively undisturbed state and disturbed state. Disturbed state is emotionally charged – due to emotions like anxiety, fear, worry, anger, guilt, blame etc. Relatively undisturbed state also contains thoughts but they don't absorb us as much as the disturbed state. In this workshop, we explored the three practices: attention, alertness and acceptance that are useful in Relatively undisturbed state, during the transition from undisturbed to disturbed state, and in the disturbed state respectively. [Full article.](#)



[3 powerful illusions created by thought](#)

“Cognitive illusions can be more stubborn than visual illusions” says Nobel Laureate, Daniel Kahneman in his best-seller “Thinking, fast and slow”. In this article, we look at three powerful cognitive illusions – illusion of understanding, illusion of experience and illusion of truth. [Full article.](#)



[Book review: Recasting India by Hindol Sengupta](#)

Traditionally it was assumed in India that Entrepreneur and Enterprise are poor agents of social change. Hindol Sengupta argues in his book “Recasting India: How entrepreneurship is revolutionizing the world's largest democracy” that this assumption is wrong and, in fact, entrepreneurs are playing a key role in addressing the needs of lower strata. Through numerous examples of socially-conscious ventures from Jammu & Kashmir to Tamilnadu, Hindol shows that enterprises are changing the lives of millions – from scavengers to maids. [Full Article.](#)