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



[4 staminas of an innovator](#)

Each of us has unique staminas – some of them come more naturally and some are built with rigorous practice. Examples are: running, weight lifting, reading etc. Some people can spend an entire day on WhatsApp without getting bored. I carry a view that innovativeness can also be built as stamina. In this article I present the four staminas that I consider crucial for innovators: curiosity, experimentation, communication and collaboration. [Full article](#)

An “ABCD” approach

A – Awareness
B – Bright spot
C – Challenge campaign
D – Dashboard

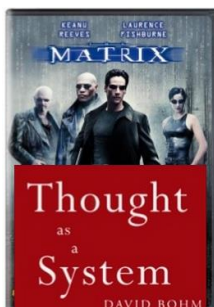
[Starting an innovation initiative: An ABCD approach](#)

Over the past half a decade, I have come across several companies who were interested in either starting or reviving a languishing innovation initiative. Unfortunately, many of them looked at the initiative as launching a series of innovation workshops. The workshop-only approach makes it much harder to sustain the initiative. This article presents a more holistic “ABCD” approach which consists of (a) Awareness (b) Bright spot (c) Challenge campaign (d) Dashboard. [Full article.](#)



[PK and a peek into the assumptions of necessity](#)

The movie PK created two kinds of responses. There were some who laughed at the parody and there were others who felt that it hurt their feelings. Most of these responses were not surprising except for one category. These surprising category folks were staunch atheist and still they felt that their feelings were hurt by the movie. This article explains how we can understand this puzzling observation using “assumptions of necessity” [Full article.](#)



[The Matrix as a system vs thought as a system](#)

“The Matrix” is a shared computer simulation of the world as it existed in the year 1999 running in the year 2199. The Matrix world was depicted in the popular sci-fi movie released in 1999. Thought is a system of reflexes ever ready to move just the way a knee jerks when tapped. Interestingly, a lot is common between The Matrix and thought. For example, both create and sustain a gap between perception and reality, both have taken over humans, both have cracks etc. The presentation compares the two systems. [Full Article.](#)