Share a book letter: *Evolutionary Ideas*

Subject: Developing evolutionary ideas

Dear ……… ,

*‘Where has a problem been solved before?’*

Developing evolutionary ideas is based on ‘*Where has a problem been solved before?’* And how can we apply this solution in our own situation. Solving problems in this way is *faster*, more *efficient*, more *effective* and creating more *impact*. Evolutionary ideas offer a more human-centric and efficient approach to creativity and innovation, compared to revolutionary thinking, which is (can be) an expensive and high-risk strategy. Evolutionary ideas are easier accepted by people.

This book is for problem solvers. A philosophy more than a mechanical rulebook, considering the role of evolutionary processes in shaping our culture, our ideas and our innovations. Opposed to revolutionary thinking which can be an expensive and high-risk strategy. Therefore, the majority of people feel more comfortable with evolutionary ideas rather than with revolutionary ideas. Simply, because people need less energy and time to understand and accept ideas that evolve.

Behavioral science utilizes specific models. One of a well-known model used, is called T.R.I.Z. which stands for *Theory of Inventive Problem Solving*. An international system of creativity. It is a powerful methodology for creative problem solving. The model has 4 facets on which a solution must be based:

1. A clear purpose of the solution
2. Contradictions, being the conflict between opposing forces
3. Idealistically products should strive for perfection
4. Functionality, components of the solution must be effective

Utilizing T.R.I.Z. increase the chances that your problem has been solved before. The idea is to borrow from these existing solutions.

With the power of psychology, problems can be solved in a human way. Psychology studies how people think and feel and why and how they react and act. People’s psychology and decision making is a product of evolutionary processes. The role of a good psychologist is not to generate the answers to problems, but to enable the real experts, those closest to the actual experience, to find answers for themselves by creating checklists and templates.

Brands compete for richer and abundant psychological outcomes, like *satisfaction*, *preference, joy* and *experiences*, creating value at far lower cost than *time*, *money* and *material.* Here is the way to think:

1. Reinforce trust without altering the truth
2. Aid decisions without limiting choice
3. Trigger action without forcing a response
4. Boost loyalty without increasing rewards
5. Improve experience without changing duration

While it’s tempting to feel the need to start from scratch when faced with a new challenge, remember that thousands of people have already addressed the same problems you are facing right now. By classifying patterns of evolved psychological solutions, behavioral science has handed us a new set of keys to systematically innovate on basis of psychological principles.

*‘The forces of evolution take over’,* the author of the book proposes.

Listen to the engaging conversation with the author in the *Podcas*t, study the *Mindmap* and the *Actions for Impact*, then read the *Summary*.

<https://globalreadingclub.com/books/evolutionary-ideas>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *Evolutionary Ideas*