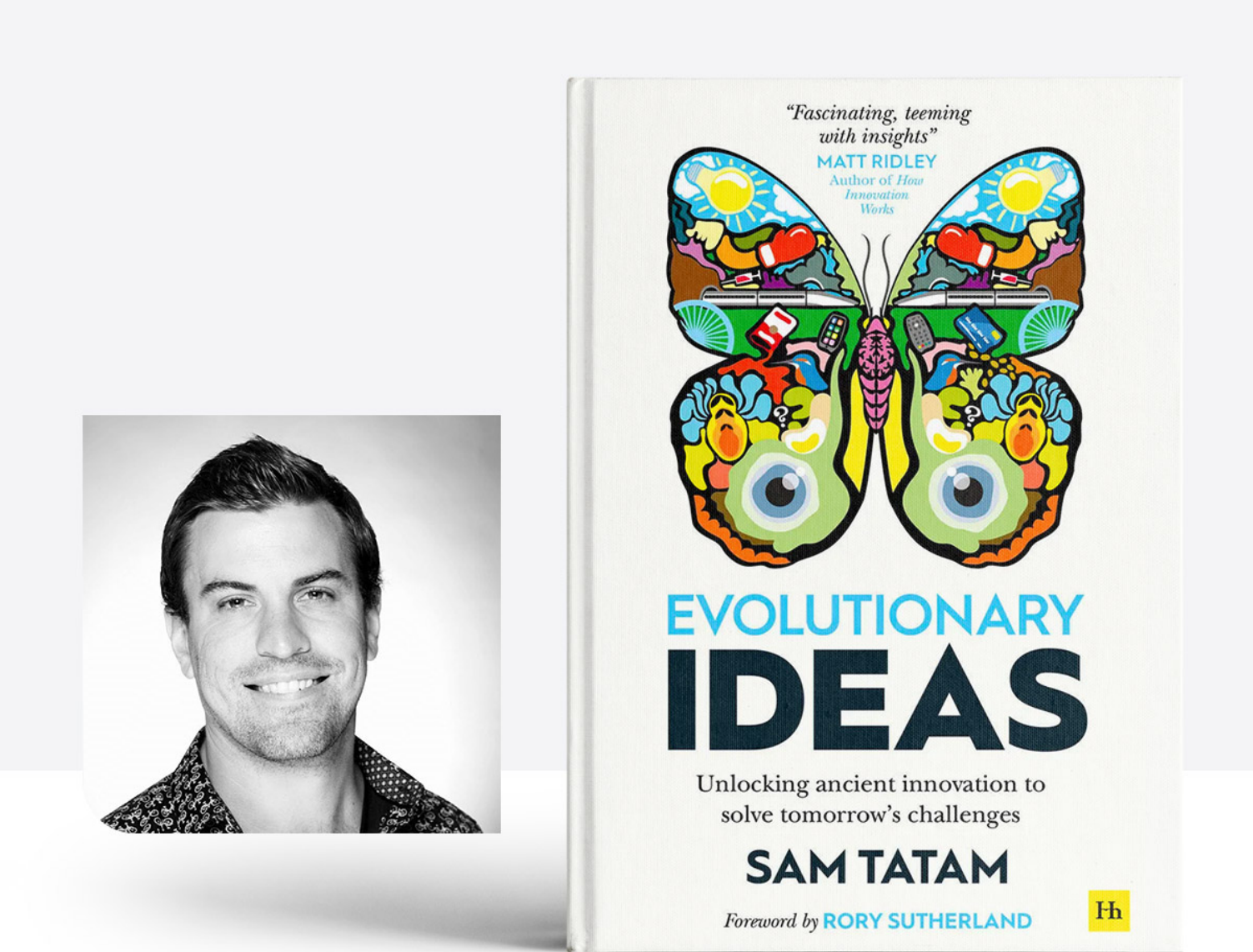


Recommended by Rory Sutherland | Ogilvy London



Read & edited by Ming Yan Wan | Design Bridge and Partners, Singapore

Evolutionary Ideas

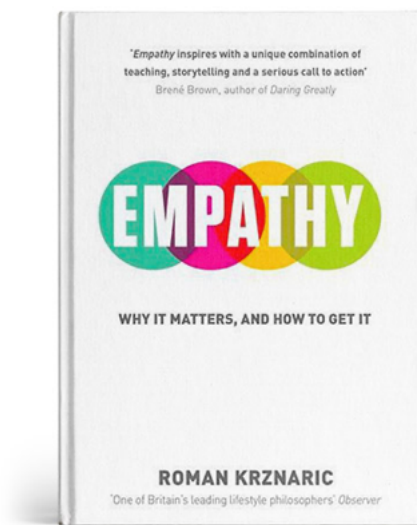
‘Where has a problem been solved before?’

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 to accept by people.

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