Chapter 9
Strategists From the Past, as Encrypted Cognitive Maps, Whose Access Code Is the Will of Learning Solutions

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ABSTRACT

This chapter explores some different ways to acquire not only professional competence but also knowledge and learned solutions. The author doesn’t give a “magic solution” to solve all problems, but instead suggests some ideas to keep in mind and work around to overcome great difficulties.

INTRODUCTION

This chapter has the perspective to try to understand some different ways to acquire not only professional competence but specifically knowledge and “learn solutions”. In a period when it is so difficult to overcome the economic/financial/social crisis started many years ago, it would be absolutely mandatory to understand the reasons why this situation has been created and to find some different way to succeed and finally come out. No way this situation has been created only for economical/financial reasons.

One of the major problem that seems to create difficulties trying to come out from this crisis is the lack of management: we need to find managers. Let’s remember and
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keep in mind something so simple that can appear stupid: a body without the head is nothing. The same for a company: without the head it’s impossible to manage the company, get results and then get it revive or just survive.

Too many persons believe now that the “innovation”, and usually we mean “technical innovation”, can solve any problem. But we forget that “innovation for innovation” is just a good practice that can help improving the production flows, bettering the quality of products and services, but if there is nobody capable to invent, to create new business and then to plan, to design, to control, innovation can be reduced to a theoretical exercise, nothing much more than this.

Intuition and innovation: two words that can seem to be again quite close, but without intuition, innovation could be nothing. Technicians usually love innovation and push to use innovation for itself. It would be better to analyse the life around, analyse how to solve problems and use innovation to design new solution. Imagination and creativity, the best menu to have companies prospering. We need persons capable to invent and to create: it is no longer enough to keep the situation under control. Now is mandatory to start again to prosper not just to survive. When we look back to the past we can see many persons using imagination and creativity to invent new products, new services to solve problems when there was really less technical support to solve the problems. They used creativity also to create technical solutions: but this way they solved problems.

INTUITION FIRST, THEN INNOVATION

I don’t have the intention with this chapter to find the “magic solution” to solve the problems, but just suggest some ideas to keep in mind and work around to overcome the great difficulties we find any time and everywhere at the moment.

Actually, the idea is: let discover, analyse and use excellences we can find in the past and also excellences we can find around us also today, and let try to learn from the experience of these persons and apply what we learn. The first thing to do will be to try to understand if there is something in common, and what, between the excellences we will analyse.

Please, don’t start again every time from scratch but let try to start again from three!! (“Ricomincio da tre” is the title of an old Italian film – 1981. M. Troisi as protagonist and rector).
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