



Challenges and Opportunities

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Toward a Trans-disciplinary Science of Society

Opportunities that arise from Challenges

- Historically, great challenges have become opportunities
 - Bata Shoes after World War I
 - Unity and freedom after the American Civil War
 - Industrialization after World War II
- Great people seem to appear on the scene during challenging times
 - American War of Independence - George Washington, Benjamin Franklin and Thomas Jefferson
 - World War II - Roosevelt, Churchill and Stalin
 - Indian Independence - Mahatma Gandhi, Jawaharlal Nehru, Sardar Patel



What do challenges do?

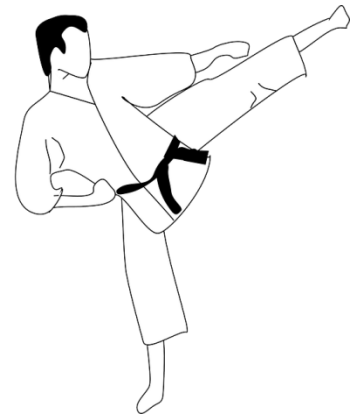
- Challenges and our response to them release energy
- Challenges change attitudes
- New situations break resistances



What differentiates those who tide over a crisis ° from those who succumb to it?

The winners

- Redirect the energy
- Look out for the opportunity
- Learn from mistakes
- Think creatively and adapt



Challenges and Opportunities

- Often, it is the greatest challenges that lead to the greatest human achievements
- Our response determines the results
- Is it possible that all challenges have concealed opportunities behind them?

