

This Is How to Invent Radical Solutions to Huge Problems

If you force a grasshopper into a jar and fasten the lid, the grasshopper eventually shortens its jump after hitting the lid enough times.

After a while, even if you take the lid off the jar, the grasshopper will stay put—it's forgotten how high it can jump.

We're a lot like grasshoppers in this way.

When we're kids we believe we can be and achieve anything. But then, slowly, our big thinking starts disappearing, and before we know it, we're playing it safe and setting goals we already know are achievable.

The problem with playing it safe, though, is it never results in a breakthrough.

This is why great leaders and organizations set moonshots—or wildly ambitious goals. These goals are at the heart of moonshot thinking, a unique and powerful approach to big thinking and problem solving.

Moonshot thinking is how we can take the lid off our own ideas, and according to some of our favorite innovators, there's a blueprint for how to shift your mindset.

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