



LEADER, THINK & IMAGINE LIKE EINSTEIN

Albert Einstein said that imagination is more important than knowledge. I'm surprised by the quotation since I thought the scientist was analytical rather than imaginative.

Yet, Einstein did use his imagination to solve the mystery of the universe. Mathematics is not enough to uncover the secrets of the cosmos. Einstein explained his complex scientific theory using a simple, down-to-earth metaphor.

"When you are courting a nice girl, an hour seems like a second," explained the scientist. "When you sit on a red-hot cinder, a second seems like an hour. That's relativity."

Business leaders and entrepreneurs may learn a lesson or two from Einstein's imagination. The best leaders are those who balance data-based analysis with imagination. They make decisions based on facts but do not disregard the value of thinking outside the-box.

Imagination hones the mind to find unique solutions to problems. It enables leaders to expound their message to their stakeholders with more depth.

A few leadership lessons based on the life and writings of Albert Einstein:

Use experience to innovate. Einstein said that we acquire knowledge through experience. Every failure and success leaves something behind. It tells us what works and doesn't work in our business. It validates our systems and processes.

Values precede everything. Einstein said, "Try not to become a man of success, but rather try to become a man of value." Business leaders often find themselves in a dilemma between profit and ethics. Einstein tells us how to choose.

Ask difficult questions. Einstein said, "The important thing is not to stop questioning. Curiosity has its reason for existing." Founders started their companies by asking difficult questions and came out with answers that revolutionized the world.

Einstein had shown that imagination is integral to effective leadership.

LEO G. ALMONTE

leo@leoalmonite.co

**"WE
CANNOT
SOLVE OUR
PROBLEMS
WITH THE
SAME
THINKING
WE USED
WHEN WE
CREATED
THEM."**

Albert Einstein

