



Episode 009

Creation vs Evolution

The Principle of Incremental Improvement

Note: this document contains the essential content of this episode but is not a complete verbatim transcript. It may also contain bonus content that was not included in the episode.

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You intend to create a business. Or you already have. But the business you initially create will not be your ideal. It will need to EVOLVE. Everything evolves. The first version is never the ideal version. You want to take your business from where it is now to a better place, a higher level. How do you do that? How does that process work?

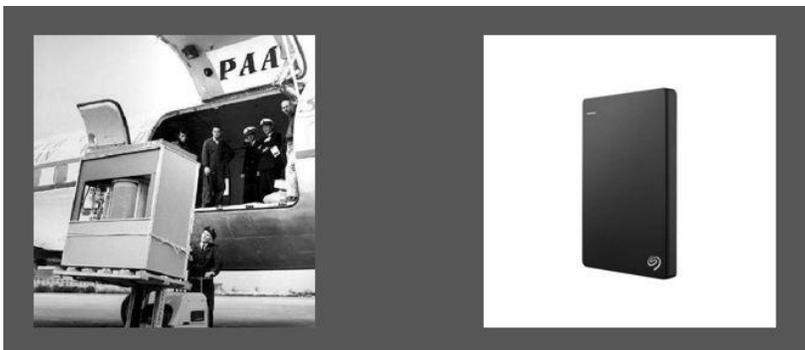
How did we get from here... to here...?



How did we get from here... to here...?



How did we get from here... to here...?





1886 Benz

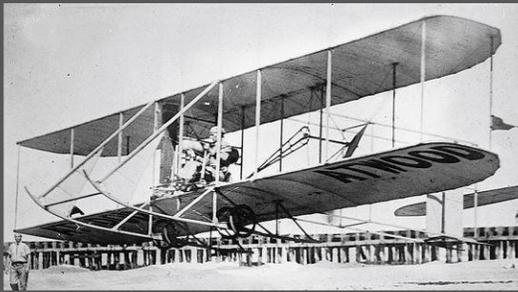
1-cylinder, 2-stroke engine - .75 hp



2018 Bentley Continental GT

V-8 400 L - 500 hp

It would not have been possible to create the Bentley in 1887, a year later. The materials, technologies, and manufacturing capabilities simply did not exist to immediately jump from the Benz to the Bentley. Every single vehicle that was created between 1886 and 2018 – every make, model and variation – had to be conceived, designed, and built before the 2018 Bentley could be created. Everything had to evolve. There's no other way it could possibly have happened.



Wright Flyer – 1903

Length: 21'

Wingspan: 40'

Weight: 605 lbs.

Max Speed: 30 mph

Service Ceiling: 30'

Range: First flight was 120' and lasted 12 seconds.

Max Passengers: 1



Airbus A380 - 2005

Length: 239'

Wingspan: 262'

Weight: 611,000 lbs.

Cruising Speed: 630 mph

Service Ceiling: 43,000'

Range: 9,200 miles

Max Passengers: 575 (max 850)

It was not possible to create the A380 a year later in 1904. The materials did not exist. The technologies did not exist. And there were no airports or runways. Every aircraft from 1904 through 2004 had to be conceived, designed and built before the A380 could be built. Everything had to evolve exactly the way it did. It

could not have happened any other way.

Was there someone there at Kitty Hawk, NC, in 1903, witnessing the first powered flight who said, “Well, that’s very nice, but next year we’ll build an airplane that is 10x as large, weighs 1000x as much, flies 20x as fast, and carries 600 passengers.” I don’t think so. I doubt that anyone even imagined an airplane like that.

But there might have been someone who thought, “I’ll bet that someday we can figure out a way to make an airplane that flies a little higher. And maybe a little faster. And maybe could carry two people.”



1956 IBM RAMAC 350 hard drive
Capacity: 5 MB
Weight: approx 1 ton
Size: equal to 2 refrigerators
Cost: approx \$50,000



2018 external hard drive
Capacity: 5 TB (5,242,880 MB)
Weight: 8.7 ounces
Size: approx 4.5" x 3.1" x .8"
Cost: \$129

It would not have been possible to create the 5TB, fits-in-your-shirt-pocket drive the next year, in 1957. The materials did not exist. The technologies did not exist. They had to evolve. And they evolved incrementally, slowly, concurrently, a piece at a time, a little discovery here and a bigger discovery there, until all the pieces came together. It could not have happened any other way.

Was there someone there, in 1956, watching this monstrous device being loaded onto an airplane with a forklift, who said, “Well, this is just the beginning. Next year we’ll have hard drives that have 1,000,000x the storage capacity, weigh less than half a pound, cost about the same as dinner for 4 at a decent restaurant, and, oh yes, will fit in your shirt pocket.” Probably no one said that, or even thought it.

But there might have been someone there who thought, “I’ll bet that someday we can come up with a way to make this thing a bit smaller.”

And there might have been someone else who thought, “I’ll bet we can increase the storage capacity. Maybe even double it.”

These evolutionary processes took a long time.
Every interim version had to be created before the next version could be created.
The evolution of your business might take a long time.
Longer than you think it will or would like it to.
But hopefully not a hundred years.

It’s OK to think about the arrival of the final iteration.
But some things just have to happen in their own time.
And right now you have to focus on the next iteration.
Keep thinking.
Keep designing.
Keep creating new versions.
Keep improving them.
And you may get to the version that you conceived in the beginning. But a little patience (and a lot of work) will be required along the way.

Remember to always be looking for ideas, not canned answers and one-size-fits-all solutions.

Contrarian entrepreneurs do not operate their lives or their businesses based on other people’s answers and solutions.

They do not copy, emulate, mimic, or imitate.

They THINK, they LEARN, and they CREATE new things that did not exist before.

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Page 02 - Upcoming Episodes

- Everybody's Got an Idea That Won't Work
- A Few Million Other Details
- Mindset - What Makes You You
- Secrets, Steps, Formulas and Roadmaps
- Outrageous Claims
- Ego – the Enemy
- Outsmarting the Enemy
- Don't Miss the Revolution

Page 03 - Where can you find this show?

My website: tomharris.us/ces

- WATCH the video version
- LISTEN to the podcast (audio) version
- READ - Episode Notes (downloadable PDF and web page)

YouTube

The **podcast** version of the show is also on:

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