Entrance Exam 2023-2024

نص كتابي ـ انكليزي

Fundamental to the process of innovation is the creation of good ideas. But what separates a good idea from a bad idea? In what type of environment do good ideas prosper? And should ideas be shared or kept proprietary?

Look at any architect's website, mostly there will be mention of innovation and collaboration. Meetings and brainstorming sessions are held to tap into the collective mind. We take it for granted that this approach is best for generating good ideas. After all, many minds are better than one. But is this really the case?

Research into where good ideas come from often contradicts conventional wisdom. As Clayton Christensen suggests, "a dearth of good ideas is rarely the core problem…the problem is in the shaping process." From the way we discuss ideas, through to the type of people we discuss those ideas with, all have a role to play in seeing those ideas successfully come to fruition.

When people think about where good ideas come from, they tend to imagine Archimedes in the bathtub shouting "Eureka". However, in the early 1990s, psychologist Kevin Dunbar showed that eureka moments were rarities. Dunbar found that most important ideas emerged during regular lab meetings, where a dozen or so researchers would gather and informally present and discuss their work. The group environment helped recontextualize problems, as colleagues' questions forced researchers to think about their experiments on a different scale or level. Good ideas are, therefore, more likely to happen around the water cooler or meeting rooms than in isolation.

Good ideas are not conjured out of thin air. They take time to evolve and mature. Moreover, they need an environment where those partial ideas can connect. As such, how professionals capture, nurture, share, and recycle their collective knowledge is one of the biggest challenges facing organizations and vital to their success. Weinberger suggests, "as knowledge becomes networked, the smartest person in the room is the room itself: the network that joins the people and ideas in the room, and connects to those outside of it…

Answer the following questions:

1- Put a title for the text and get the main ideas out (3 lines)
2- Give three main characteristics for good ideas (3 lines)

3- **Essay:** Discuss whether ideas should be shared or kept proprietary? (No more than 15 lines)