



# The Answer Is Blue

Nobody's right if every body's wrong....

The world is wrapped up in fear and discord. The media is bombarding us with everything that is wrong with what everyone is doing.

There is an abundance of complainers and a dearth of those talking about solutions.

Common sense is so uncommon that those that don't have it call those that do crazy and unrealistic.

**Everyone is looking for answers.**

**But, are we asking the right questions?**

We are presented with choices.

Choose A or B:

- Are you progressive or conservative?
- Are you religious or agnostic?
- Are you legal or illegal?
- Are you a law follower or law breaker?
- Are you an industrialist or environmentalist?
- Are you a believer in equality or equity?

**What if the answer lies not with the choices of A or B?**

**What if there is a third option or even a fourth or fifth option?**

**What if the answer is BLUE?**

One of my mentors, Gerry Foster, a Branding Guru, always talked about finding your Blue Ocean ideas. The fastest way to achieve success is to go where others have not gone before. Be the first to do what you are doing, and you will have a head start over the others that follow you.

Over 100 years ago, we had two basic options for travel and transportation of goods and services.

Our choices were the trains for mass transport of goods and services or horses for individual transportation.

When Henry Ford developed the assembly line to mass produce the Model T he is quoted as having said, "If I had asked what people wanted, they would have told me a faster horse."



What he was offering was something **BLUE**. Something that the general public didn't know to ask for.

The reality is that he did offer a faster horse in the form of a totally new type of personal transportation.

Today we are being asked to choose between traditional gas-powered vehicles and electric vehicles.

Both have negative environmental impacts. Both have limitations. Neither adequately addresses climate change.

We are forced to make a choice between bad and bad options. The cost is prohibitive. The timeline is unrealistic. The infrastructure is not in place to handle the transition. The technology has issues with safety, range, and accessibility to power resources. There is distrust and confusion as people try to navigate between two less than optimal choices.

Often, we are asked to think on a monochromatic scale. We chose between black and white and then compromise with something in a shade of grey.

**What if the answer is something that no one has done before?**

**Something totally NEW.**

**Something BLUE!**

**Who is thinking out-of-the-box?**

**Where is the BLUE option?**

**What is the third option that will make the current options obsolete.**



The option that will truly answer the environmental as well as what transportation option will fill the needs of everyone, inner city, suburban, or rural consumers alike.

- Will there be a totally new fuel option that is clean and safe without toxic disposal issues?
- Will there be a Mr. Fusion, like in Back to the Future II?
- Will there be a magnetic propulsion system?
- Will we run our vehicles on water?
- Will our vehicles learn to fly?

Somewhere out there someone is thinking out-of-the-box.

They are visualizing and working on a **BLUE** option.

They have disconnected from the current technology and focused on a totally unique answer to our wants and needs.

**They are the dreamers.**

**They are not stuck on asking WHY.**

**They are focused on WHY NOT?**

Where are the **BLUE** answers going to come from?

They are not going to come from the internet.

The internet can only tell you what is and what has been.

It cannot tell you what could be.

It is because of this reason that creativity, imagination, and problem solving skills are essential if we are going to solve the issues of today and those we don't know are going to exist tomorrow.

It is important and urgent that we cultivate these skills in our children as they are the future problem solvers we so desperately need.

### **Learning how to think vs. what to think is a critical skill that every child needs.**

Children are unencumbered with all the beliefs and experiences of adults. They can look at a problem and say "Why don't you do it this way?" We as adults may have dismissed the same answer without even trying it. We think, "That will never work." or "What do you know you're just a kid."

I remind you that some of the greatest breakthroughs in math and theoretical physics have come from kids 12, 13, or 14 years old.

They are seeing the **BLUE** solutions that everyone else did not or could not see because of bias and blocks.

Everything is full of possibilities for children.

They are natural problem solvers.

To them everything is new.

Every problem presents a **BLUE** solution.

Have you ever watched a toddler climb out of the crib? Or walked in on them standing on the kitchen counter with the cabinet open to get the cookies stashed on the top shelf.

They wanted out of the crib, or they wanted those cookies and figured out how to get what they wanted by thinking about how to get what they wanted. Damn the torpedoes, full speed ahead. They were not thinking about the consequences, though they gave mom a heart attack. They were thinking **BLUE!**

Every child has a special gift that is theirs to unwrap to participate in the abundant opportunities that are available to everyone. It doesn't matter where you grew up, who your parents are, your race, your religion, your ability or disability, or your past trauma.

That gift when nurtured by family, faith, mentor, teacher, leader, coach, or simply one's own desire for something positive in their life, will lead to the opportunities to be the one to discover something new that could change the world for the better.

That is what The Science Labs is all about. Candi Parker and I are engaged in creating a **BLUE** answer in a world where our education system is failing to inspire children to use their natural curiosity and imagination.

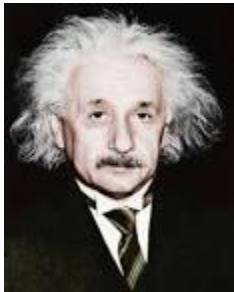
The Science Labs invites children 4-7 years old to ask questions and discover answers through reading, learning, and activities that encourage them to get outside, get dirty, and learn by doing and experiencing the world around them.



Physical interaction, adult supervision, encouragement, and nurturing their curiosity, imagination, and problem-solving skills will engage them in a more productive life and open doors to their future filled with opportunities.

Could your child be the next Albert Einstein? Elon Musk? Or Thomas Edison?

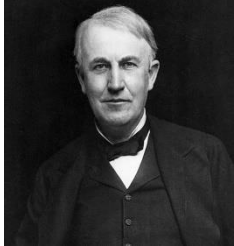
Every one of the aforementioned visionary scientists had a rough start in life.



**Albert Einstein** was considered abnormal by his mother as he was born with a large head, and he couldn't even speak until he was four years old his friends called him brother boring so he had to play all by himself and everyone around him doubted him, laughed at him, and called him an idiot when he was a kid. But he transformed all that adversity into a passion that made him into one of the greatest scientific minds of the 20th century if not all of history.



**Elon Musk** grew up not only with dyslexia, but he also had Asperger syndrome or autism spectrum disorder. His parents even thought he was deaf, but they still believed in him, and their belief combined with his belief in himself made him into one of America's greatest creative scientific forces today. He owns Tesla and Twitter, he's sending rockets into space, and he's got the satellite Internet system. He's one of America's most important and greatest geniuses working in entrepreneurship today and your kid could be like Elon.



The last scientist who was considered an idiot was **Thomas Edison** when his schoolmaster called him “addled”, his mother was furious she took him out of school and taught him at home. That's right she homeschooled Thomas Edison, and he said many years later, “My mother was the making of me, she was so true so sure of me and I felt I had someone to live for, someone I must not disappoint.”

It is up to the parents, teachers, mentors, coaches, leaders, idols, heroes, and the kids to make sure that our future Einsteins, Musks and Edisons are not left to languish in fear and hopelessness.

**It doesn't matter where they are now. With love, encouragement, and exposure to opportunities you can see them become the amazing person they are meant to be.**

**Their journey to think BLUE begins with you.**

Be the guiding light that gives them encouragement, tools, and resources to open their gift that could not only change their life but could also change the world.

Call it what you like, Blue Ocean or Blue Sky thinking, when it comes to new out-of-the box thinking that can change the world.

**The answer is BLUE!**

Check out [TheScienceLabs.com](http://TheScienceLabs.com)

