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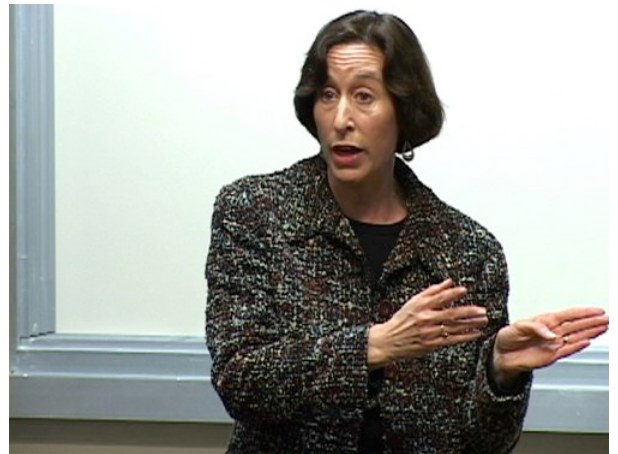
Every Problem is an Opportunity

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April 12, 2006

Video URL: <http://ecorner.stanford.edu/videos/1464/Every-Problem-is-an-Opportunity>

Tina Seelig, Executive Director for the Stanford Technology Ventures Program, believes that every problem is an opportunity for a creative solution. The way you view any problem depends on your attitude.



Transcript

The first lesson is every problem is an opportunity for creative solution. Another way of putting this is that attitude is everything and you control your attitude. I teach a course in the MS&E department on creativity innovation. In fact, I see some of my students in the audience here. This is the overarching theme of the class that every problem is an opportunity for creative solution. What I do over the course of the quarter is I throw problems at the students. These are all problems with no right answers. These are problems with really open-ended solutions. My goal is to get the students more and more comfortable solving problems. In fact, I want them to go look for problems.

The bigger the problem, the bigger the opportunity. By the end of the course, usually students say bring it on, bring on those problems because they realize that the problems that they have are probably problems that other people have as well and this ends up being a huge opportunity for them to figure out some solutions that would help others as well.