



Dividing is multiplying

You can share everything you have too much. Too much time, knowledge, ideas, money et cetera. Traditionally, we already do this through volunteer work or donations to charities. That makes you feel good and provides value for the recipient. So a win-win situation, but not a breakthrough. Creating a win-win-win situation starts with sharing knowledge or ideas.

Knowledge is no longer power. People who claim otherwise are mainly concerned with their own interests. Seen from this perspective, patents have therefore had their last days.

By sharing knowledge and ideas, there is room for new inspiration and you give others the opportunity to think along with you. This creates a snowball effect and a result that you could not have imagined yourself. Sharing takes place both online and offline and goes through social media, among other things, at lightning speed, resulting in asynchronous reciprocity. Everything you give away will come back to you at some point, but not necessarily in the direct line. However, sharing is easier said than done in practice. How do you prevent others from running off with your idea?

Fun fact: the value of knowledge is declining faster and faster and can now be kept for a maximum of three years