

## Tip by Bob Dylan

"The Times They Are a-Changin'", sang [Bob Dylan](#) in 1964, and probably seldom has this been truer than in the last two years. Many things have changed - the way we greet each other, the way we travel (if at all), the way we consume. And also how we communicate with each other. One thing in particular: the tone has become sharper, and the willingness to listen smaller.

Bob Dylan sings in the song that the water is rising fast and therefore it is high time to swim. But in which direction? This question also arises again and again in innovation processes. And Bob has some important advice: "Keep your eyes wide, the chance won't come again. And don't speak too soon for the wheel's still in spin."

So we should keep our eyes open and not judge too quickly, otherwise we'll miss the right moment. In this respect in particular, a lot has changed in recent months - I have noticed this myself. Tolerance has become smaller, the fronts have hardened, not only on the subject of vaccination. And we tend to do exactly what Dylan warns against: "Don't criticize what you can't understand." That sounds simple, but it is difficult, because what is new or different is always strange and frightening at first.

Anyone who reacts immediately with a "that won't work" or "that's nonsense" misses a great opportunity. This applies to innovation processes just as much as to discussions with people who think differently. Wanting to understand first is also good for ourselves - because it broadens our horizons. And the broader the angle of vision, the greater the chance of also seeing new solutions at the edges in good time.

Instead of condemning those who think differently or new things immediately, we should first try to understand the ideas behind them. And that can only be done by listening and looking closely. "Keep your eyes wide," Dylan sings. "And don't speak too soon."

I very much wish that the openness for new things will become greater again. That we work together again rather than against each other. Then 2022 will be a wonderful year for all of us.

Holiday greetings  
Roland Haas

P.S. [Here](#) is the original song (including lyrics) for those who want to listen to it again.

