



Pensar como inversión

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(he was research assistant at Fortus)

“Thought is the activity that the soul does when it dialogues and asks itself questions and answers, affirming a few times and denying others,” says Socrates. The thirst for immediacy that characterizes today’s society has as direct result the tendency to affirm always or, worse still, not even to ask questions to oneself. There is no time to distance oneself from oneself, to contemplate with perspective and to subject to criticism that which is defended—or believes to be defended.

doing is imposed on thinking in all areas of the contemporary world, more concerned with effective answers than with challenging questions. As a result, society is pasivized, systematized and conformed to what is instilled in it without rethinking its starting position; a huge danger in a constantly evolving world that demands, both in the corporate and political spheres, new formulas to achieve success.

The companies of the future are not active, but ideas, and in the third sector thought is also the key to victory: without thought there is no change. As we distance ourselves from the immediate, we create a space for deep reflection that allows us not only to understand the world, but also to build and transform it. Without thought there is no transformation; we would simply accept reality as it is.

It is therefore clear why it is essential to invest time and resources in thinking. And yet, in practice, ideas are not really debated and there is no willingness to change their minds, to maintain two internal positions simultaneously by distancing one’s perspective.

This is clearly seen in the contemporary subject who feels personally attacked when what are questioned are his ideas, from which he should be able to distance himself to allow true debate. That is precisely the problem of polarization: it prevents building bridges to debate and, with this, it makes it impossible to strengthen ideas.

Only through dialogue with those who disagree can the best version of our convictions be achieved. Debate is a way of externalizing and materializing that process of questions and answers that Socrates described. Today we are bad ambassadors of our ideas; for them to grow, they must undergo the test of dialectical confrontation.

The only possibility for a living and strong civil society is that it is led by thinking subjects; and in order for this to be possible, it is necessary to educate people capable of thinking and oriented towards ends that transcend the immediate. Therefore, it is essential to encourage the real debate, the one in which the arguments are not perceived as personal attacks, but as opportunities to reinforce or reformulate what is believed.

Only in this way are change and success possible: by investing in thought, because while it is true that it does not solve everything, without it nothing is solved.