

## **What If?**

*Einstein developed the special theory of relativity by taking a single "what-if" possibility and following it to its logical conclusion: **What if the speed of light were constant in all frames of reference?** The consequences were that time, mass, and size would change for bodies moving at anywhere near the speed of light relative to an observer.*

*These consequences are so counterintuitive (impossible, people said) that no one had seriously followed up on the possibility before. Since Einstein, they have been verified as valid. I credit Einstein with great courage, courage to follow a what-if through to predictable but apparently absurd consequences.*

*Sometimes you have to have courage to follow through on an idea. Don't throw out too quickly ideas that have "absurd" consequences.*

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**Get Out of the Way!**  
How to Manage Development  
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