

Charles Handy's House of Unreason

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It is rare to come across an article, even in such a brilliantly inspiring journal as that produced by the Royal Society of Arts, that expresses so clearly the culture of innovation that we promote at Groupe Intellex.

What is less surprising is that the article, ['The House of Unreason'](#), comes from that master of thought stimulation and former RSA Chairman, Charles Handy. And it comes in a year when Groupe Intellex is set to launch two new projects that are both extremely challenging and potentially transformational.

The article in the Summer issue of the Journal is essentially a curtain-raiser for the RSA's 21st century enlightenment project and Charles is right on target with his view that the RSA's future depends on 'creativity, communications and collaboration'.

Writing of the work of George Bernard Shaw, Charles notes that, *'Shaw distinguished between the reasonable person who followed the trends and the unreasonable one who sought to shape the trends by thinking the unlikely and doing the impossible. The future, he concluded, belonged to the unreasonable ones.'*

Groupe Intellex will be a pro-active member of RSA Support and fully engaged in this enlightenment project.

For more information on the work of the RSA see www.thersa.org .