



Innovation takes place within community

Neanderthals vs. Cro-Magnon

- Northern Europe, around 40,000 BC

What made it possible for Cro-Magnon people to multiply and surpass Neanderthals even though the physiology of the latter was better prepared to withstand the cold of northern Europe and they were more acclimated to the region than the recently immigrated Cro-Magnons?

Cro-Magnon people were better organized and had better hunting tools. They were experts in fashioning tools; they used bones and horns to make harpoons and spears, the points of which would break off upon hitting their target in order to cause more damage.

But... why were they better organized and why did they have better hunting tools than the Neanderthals? Why were they more capable of organizing themselves and of making more effective hunting tools?

Not only did they have more advanced hunting tools but also, in general, all of their tools were superior, enabling them to produce better art, better clothing and better shelter from the cold. All of these innovations were cultural and at the heart of the cultural stimuli was language. **A common language creates a community**, reinforces the team, enables the members to defend themselves, to develop, to care for each other and to organize themselves.

This example is probably not innovative in itself –it is not what we understand to be a radical innovation– because it must have occurred as the result of a slow process of continual improvement. But viewed from here, intentionally ignoring the perspective of the passing of time, and fast-forwarding the chronological sequence of this historical mile marker, it seems to us to be a more than adequate example of the idea that **innovation takes place within the framework of community**.

And it also allows us to see that innovation is not a modern invention but rather is something found in the very nature and origin of human beings.