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1. Manage the present. Keep the current business going. 2. Selectively forget the past. Forget what made the business successful in the past. 3. Create the future. Create the new model.

[The Three Box Solution](#)

In *The Three Box Solution*, VG articulates a highly practical framework that helps everyone in the organization to balance the competing activities of running the current business while imagining and building a new one. He's taken this a step further, adding a third, often overlooked, but critical element to his model: escaping the traps of the past by abandoning practices and attitudes no longer relevant in a changed environment.

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With the Three Box Solution, an organization has to balance its activities across all 3 boxes. Box 1 is about competition for the present. Boxes 2 and 3 are about competition for future. It's the job of every company to create the future while managing the present. No industry can focus strictly on box 1.

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His latest book is *Three Box Solution: A Strategy for Leading Innovation* (HBR Press, 2016), and forthcoming in 2020 is the *Three Box Solution Playbook* (HBR Press, 2020). VG is currently shortlisted for the 2019 Thinkers50 Innovation Award. In the 2017 Thinkers50 Ranking, he was rated the No. 1 Indian management thinker.

[Three Box Solution - Thinkers50](#)

A Three-Box Solution to Managing Innovation. In *The Three-Box Solution*, Vijay Govindarajan adapts an ancient Hindu philosophy to balance a company's often competing realities of past, present, and future. The more we can plan for opportunity, the better the possibility of creating a successful future. Author Interview.

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Three Box Solution: A Strategy For Leading Innovation How to Innovate and Execute The Three Box Solution book is the outcome of 35 years of research, teaching, writing, and consulting. It is well-understood that creating a new business and optimizing an already existing one are two fundamentally different management challenges.

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