

SCHOOL OF  
STOLEN  
GENIUS

DRUMS  
SHOTS

***STRATEGY***

***IN AN AGE***

***OF UNCERTAINTY***



**GENIUS  
STEALS**

**A NOMADIC  
CREATIVE  
CONSULTANCY**



**@FARIS**

**@ROSIEYAKOB**



# GENIUS/STEALS IS A NOMADIC CREATIVE CONSULTANCY HELPING CLIENTS LIKE THESE SOLVE BUSINESS PROBLEMS USING CREATIVITY



and in:  
India, Serbia, Lithuania,  
Australia, & New Zealand



A top-down view of a person's hands holding a white rectangular card against a dark wood-grain background. The card has the words "SORRY :( " written in a simple, hand-drawn black font. The hands are positioned on the left and right sides of the card, with the thumbs and index fingers gripping the edges. The lighting is even, highlighting the texture of the wood and the skin of the hands.

SORRY :(



***NO ONE KNOWS EXACTLY  
WHAT'S GOING TO HAPPEN.***





***OR HOW THAT WILL AFFECT YOU,  
YOUR BUSINESS, OR THE  
CONTEXT IT EXISTS IN.***



***WE CAN'T TELL YOU WHAT TO DO***





***BUT WE CAN HELP YOU RE-FRAME  
HOW TO THINK ABOUT IT.***

GIF: ÉTIENNE JACOB





HERE'S HOW THIS IS GOING TO GO...

- 1. Strategy & Uncertainty**
- 2. The Opportunity**
- 3. Uncertainty Mindset**







PART ONE

# STRATEGY & UNCERTAINTY







# APRIL 2020: EVERYONE'S TALKING ABOUT UNCERTAINTY

**“We do not know how this crisis will ultimately end, including how long it will last, how much economic damage it will do, or how fast or slow the recovery will be.”**

**“We don't know exactly what the future will hold – but at a minimum, we assume that it will include a bad recession combined with some kind of financial stress similar to the global financial crisis of 2008. “**

SOURCE: JP MORGAN CHASE







**STRATEGY is:**

***MAKING INFORMED DECISIONS***

**ABOUT**

***HOW TO ALLOCATE RESOURCES***

**TO**

***ACHIEVE OBJECTIVES***

**IN**

***COMPETITIVE SITUATIONS***

**OF**

**UNCERTAINTY**





# LET'S TALK ABOUT RISK AND HOW IT RELATES TO UNCERTAINTY.

## **RISKS**

RISKS ARE KNOWN  
UNKNOWNNS: YOU KNOW  
WHAT MIGHT HAPPEN.

## **UNCERTAINTY**

UNCERTAINTIES ARE UNKNOWN  
UNKNOWNNS, THERE'S NO WAY  
TO EXPECT THAT THAT COULD  
HAPPEN.



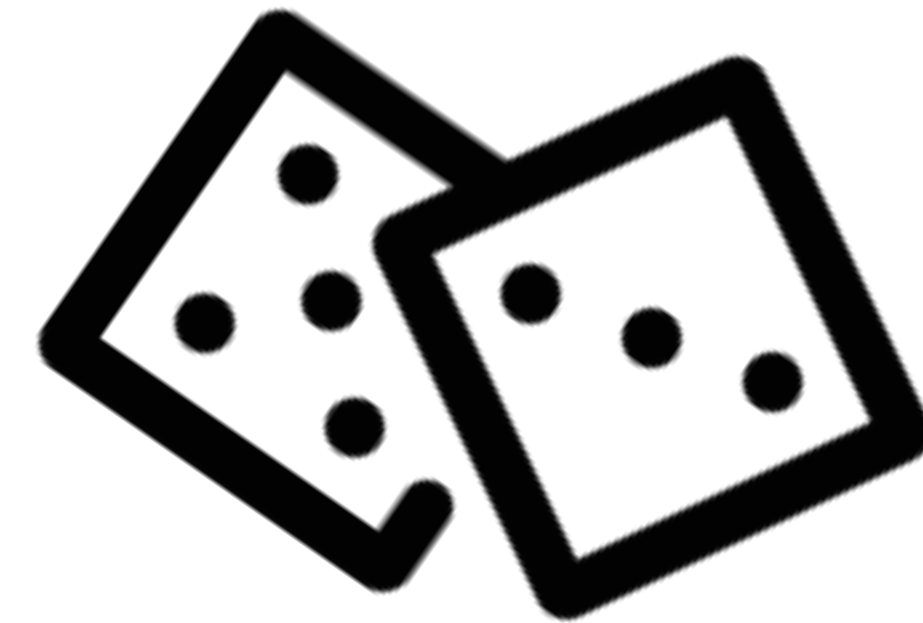


# UNCERTAINTY CREATES DISCOUNTING

DISCOUNTING FUTURE REVENUES AND COSTS IS THE MAIN TOOL USED TO ASSESS INVESTMENTS.



CASH FLOW TOMORROW IS NOT WORTH AS MUCH AS IT IS TODAY. (THINK ABOUT INFLATION)

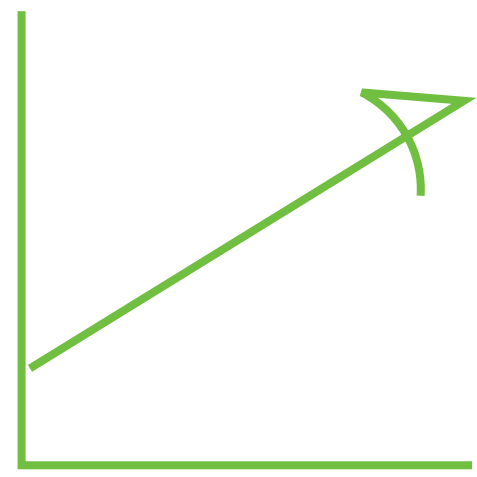


MEANING, CASH FLOW IN THE FUTURE CARRIES A RISK THAT'S NOT PRESENT TODAY.

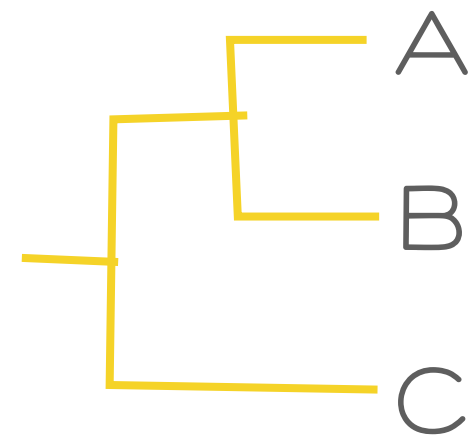




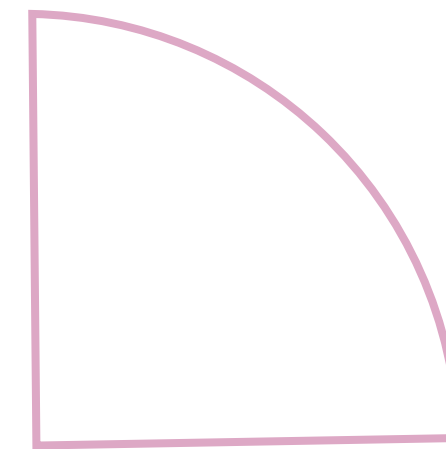
# WE HAVE TO UPDATE STRATEGIES BASED ON RESIDUAL LEVEL OF UNCERTAINTY



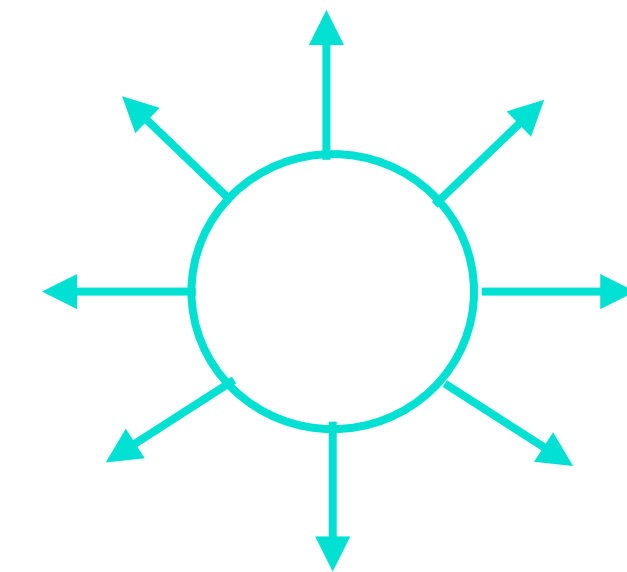
“A CLEAR ENOUGH FUTURE”



“ALTERNATIVE FUTURES”



“A RANGE OF FUTURES”



“TRUE AMBIGUITY”

