



“... the proper mindset is to let go a little, to allow some of the chaos to become part of his mental system, and to use it to his advantage

He funnels the inevitable chaos of the battlefield in the direction of the enemy.”

**- Robert Greene**



# DON'T BE A PRISONER OF PREFERENCES

Interrogate your own opinions. Get out of your comfort zone. Remind yourself (ego) that it's OK to be wrong. You can only ever make decisions with the best information you have at the time. And you're only as young as the last time you changed your mind.



- INTEGRATIVE STRATEGY MAP -

Help People Live Better  
with EXPERIENCES



Inform and Entertain  
through **STORIES**

DO THINGS --> TELL PEOPLE





# FOUR WAYS TO RESPOND

- 1. Take Small, Epistemic Actions**
- 2. Don't Wait for The Playbook**
- 3. Clarify Goals & Trade Offs**
- 4. Reframe Uncertainty**







“The most precious thing in life is its uncertainty.”

- Yoshida Kenkō, a 14th-century Buddhist monk.

...as long as you are prepared for it ;)



THANKS!

ASK US ANYTHING.  
WE DARE YOU.

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