## "... 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





# DOMBEA 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.

## GENIUSSTEALS.CO

## @FARIS | @ROSIEYAKOB







<u>SCHOOLOFSTOLENGENI.US</u> | BY @FARIS & @ROSIEYAKOB

# DO THINGS --> TELL PEOPLE

ORGANIZATION PRODUCTS

BRAND/BELIEF

SERVICES EMPLOYEES

**ADVERTISING INFORM** 

**INTEGRATIVE STRATEGY MAP** 

HOW AND WHERE WE COMMUNICATE

WHAT WE AND OUR **CONSUMERS ARE INTERESTED IN** 

MEDIA BAG  hrough nform and nte 

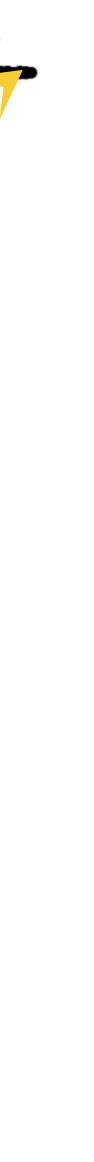


## FOUR WAYS TO RESPOND

# Take Small, Epistemic Actions Don't Wait for The Playbook Clarify Goals & Trade Offs Reframe Uncertainty



<u>SCHOOLOFSTOLENGENI.US</u> | BY @FARIS & @ROSIEYAKOB



## "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.

SUBSCRIBE: <u>GENIUSSTEALS.CO/SUBSCRIBE</u> LEARN & PLAY: <u>SCHOOLOFSTOLENGENI.US</u> SHOOT US A NOTE: <u>HELLO@GENIUSSTEALS.CO</u>



