

A young boy with short brown hair and glasses is sticking his tongue out playfully. He is wearing a grey sweater over a red and white patterned shirt. The background is a solid grey color.

**How Can Businesses
STILL GROW?**

IDEAS LIVE #1

THE LIMITATIONS OF HUMAN MIND

ICE CREAM WAS INVENTED IN 2000 BC

YET IT WAS 3900 YEARS LATER SOMEONE FIGURED OUT THE CONE



MEAT WAS ON PLANET BEFORE HUMANS. BREAD WAS BAKED IN 2600 BC

IT TOOK 4300 YEARS TO PUT THEM TOGETHER INTO A SANDWICH



MODERN FLUSH TOILET WAS INVENTED IN 1775

IT WAS ONLY IN 1857 THAT SOMEONE THOUGHT OF TOILET PAPER



1000s OF THESE CONNECTIONS EXIST TO THIS DAY BUT THE HUMAN MIND CAN'T SEEM TO SEE THEM.

5 REASONS WHY

**UNITY OF
COMMAND**

People succumb for security, not intelligence

**TUNNEL
VISION**

U.S. Gen. Stanley McChrystal opined, a "problem has a different solution on different days."

**THE GARB OF
PRACTICALITY**

Favouring practicality reduces the ability to recognise creative ideas.

**THE NORM OF
MEDIOCRITY**

**PREFERENCE FOR
RESEMBLANCE**

Research suggests that leaders across the world are failing to motivate people who don't resemble them, ascribe to their traditions, or work in similar settings.

**DECISION MAKING IS
MALIGNANT**

The best and brightest executives undoubtedly act malignantly

1. TRULY CHAMPION INCLUSIVITY

PREFERENCE FOR
RESEMBLANCE

PEOPLE IN CHARGE OF DEVELOPING
PEOPLE ARE EXPERIENCED OLD-MEN
WHO SEEK RELEVANCE IN CLONING
THEMSELVES



FAIL TO MOTIVATE PEOPLE WHO ARE
UNLIKE THEM

THEIR MINDSETS ARE SELF-ENFORCING.
THE ASPIRANT NEEDS TO CONFORM.
PERIOD.



HOW OPEN ARE YOU?
TO LGBTQ, WOMEN, RACIAL
MINORITIES, DIFFERENT CULTURES,
AND THIRD WORLD NATIONS?



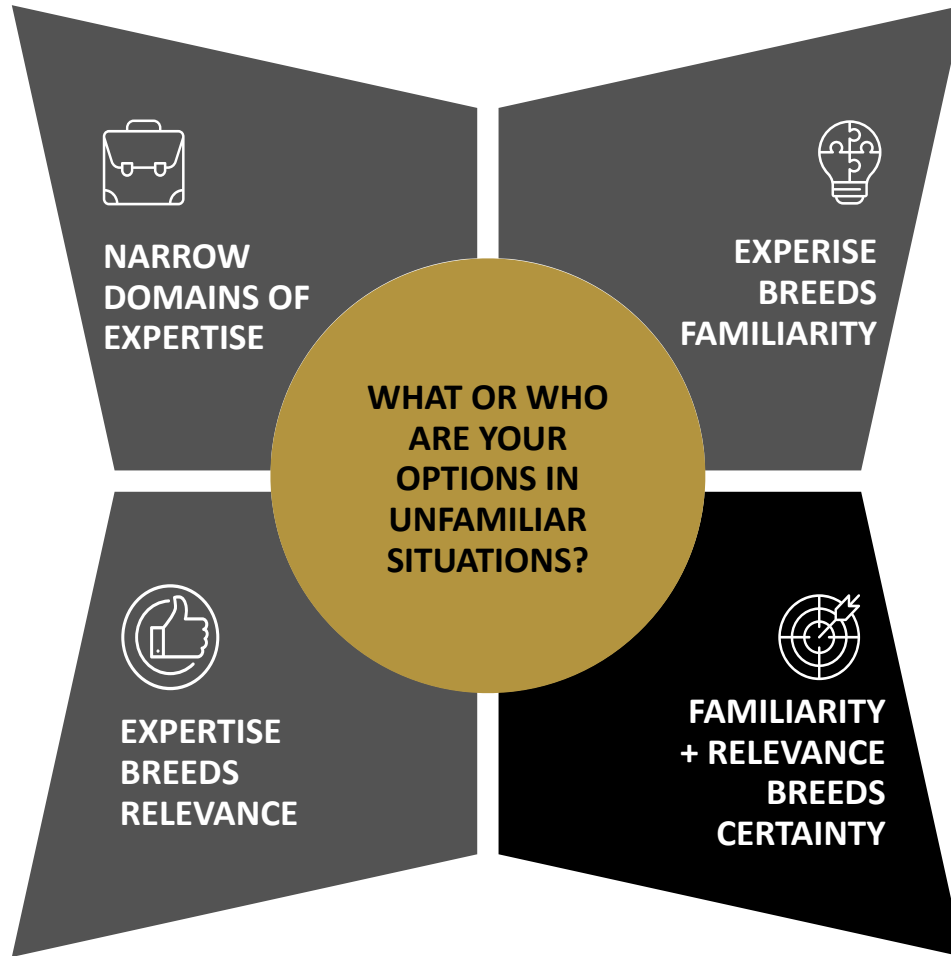
CREATORS OF MAJOR BREAKTHROUGHS

PARADOX

SINGULAR
SELF-BOASTING
MEDIocre
VOICES

2. ACQUIRE BROAD KNOWLEDGE

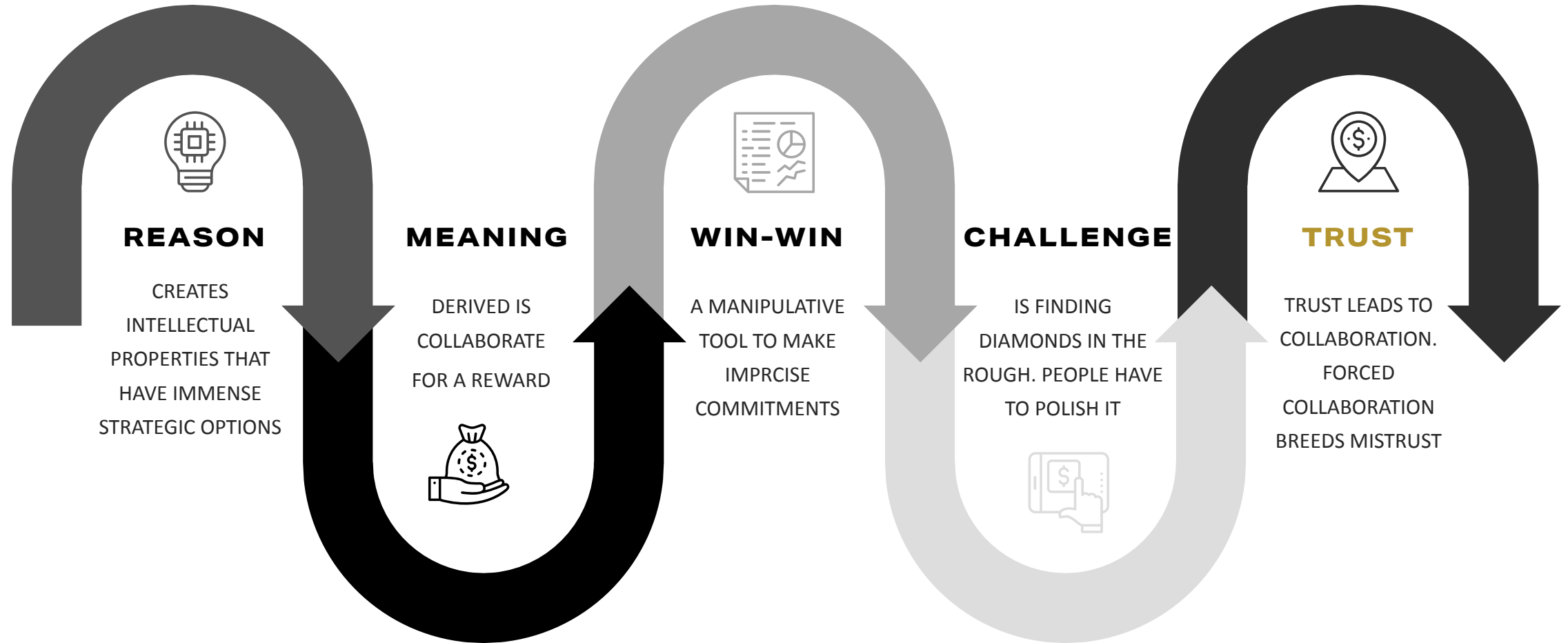
TUNNEL
VISION



3. INTENSE COLLABORATION

UNITY OF
COMMAND

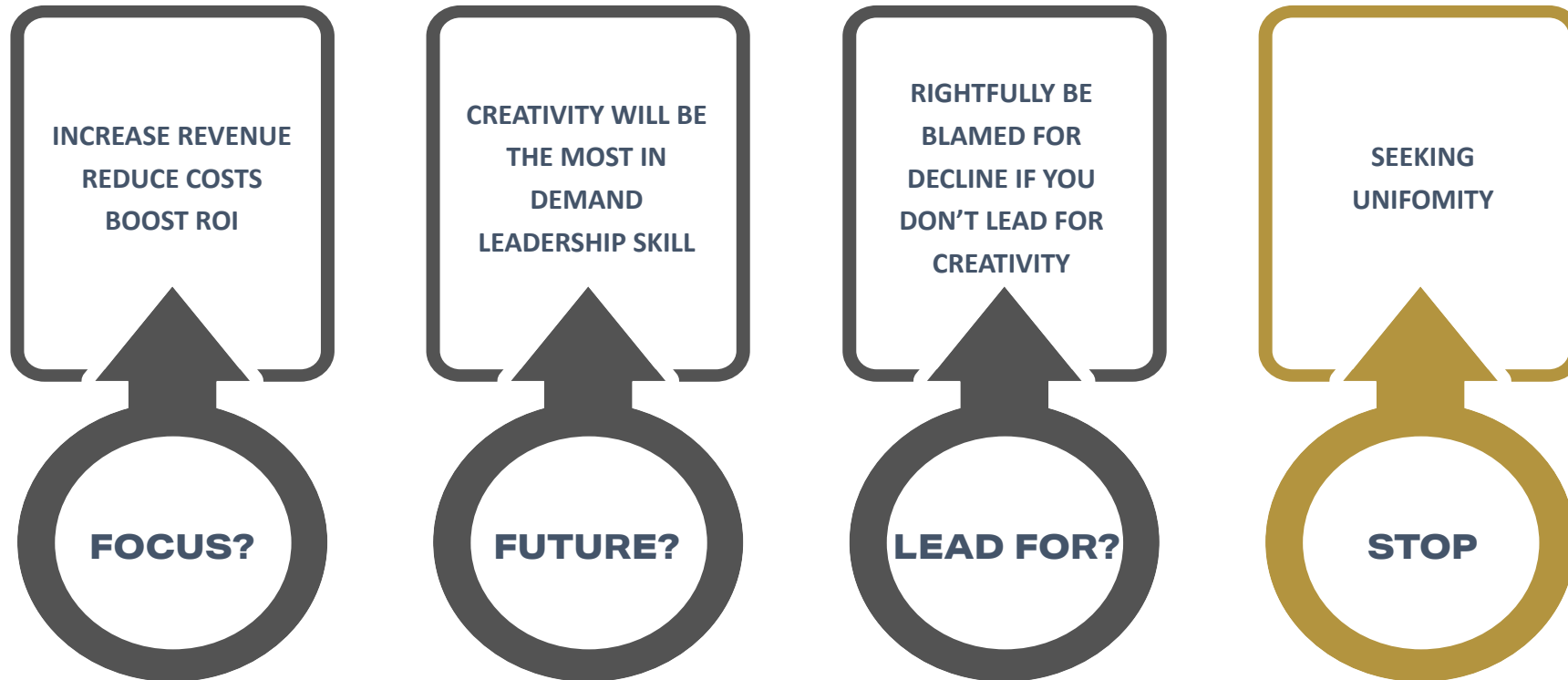
WHY SHOULD STRANGERS TRUST YOU AND YOUR VISION?



4. PUSH BEYOND EFFICIENCY. NURTURE CREATIVITY

GARB OF
PRACTICALITY

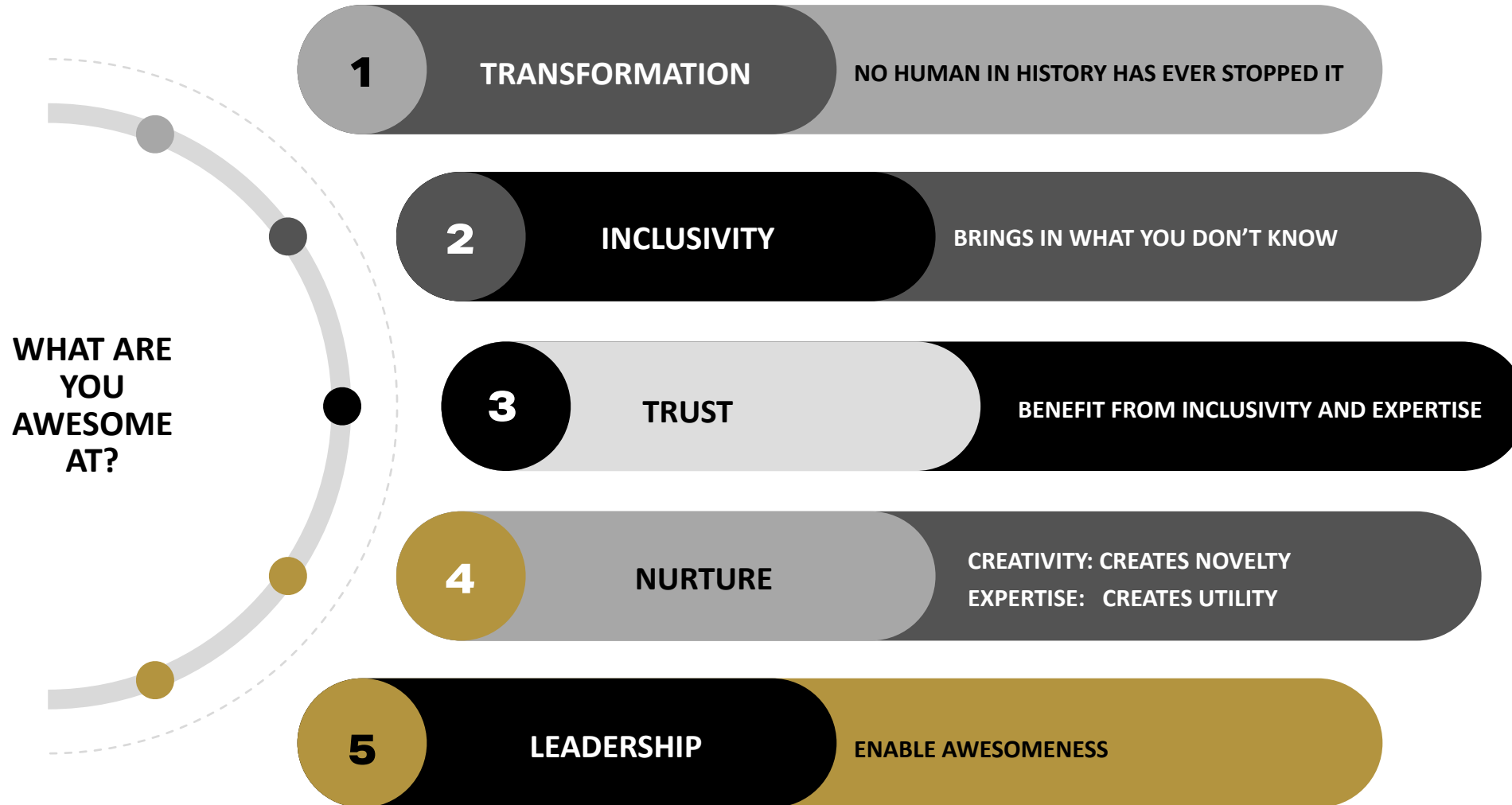
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5. CREATE AWESOMENESS NOT POWER

DECISION MAKING IS
MALIGNANT





IDEAS LIVE

5 MUSTS IN THESE TIMES

1. TRULY CHAMPION INCLUSIVITY
2. ACQUIRE BROAD KNOWLEDGE
3. INTENSE COLLABORATION
4. PUSH BEYOND EFFICIENCY. NURTURE CREATIVITY
5. CREATE AWESOMENESS NOT POWER