# Why you need reality explorers

## to uncover hidden truths about your industry

(and how to do it)





QUOTE

# Few people have the imagination for reality?

**— GOETHE** 





# Your business is a conspiracy to change the world.





#### **WHAT IS THAT WORLD**

We take a lot of shortcuts in seeing reality.

That's fine.

But our understanding of what's real is...unreal...





#### **MISINFORMATION**

The informatization of reality leads to its atomization - separated spheres of what's thought to be true ??

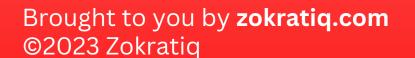






#### **BUSINESS APPLICATION**

Once you're able to better understand the nature of reality, you can do things with that because it makes predictions and you can begin to think in novel ways.









#### **BUSINESS APPLICATION**

And, if you better blend with your environment, and understand it deeply, you'll be more likely to find hidden truths.

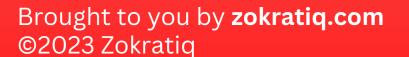






#### SO, WHAT DO WE NEED?

Overly analytical approaches in aligning with the unfolding present, probably won't be very effective.

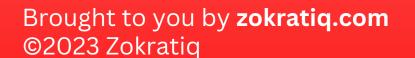








# What we need to accomplish is magical in nature, and thus we cannot use logic.



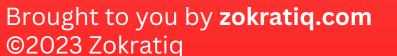






In business decision making, you're constantly asking:

What happens if I interpret the world in this way versus that way?









People that succeed in business get very good at thinking through the problem.

And to get good at that, you need to understand the nature of things.







#### **QUESTION**

### So: WHY is the question "which model of reality are we adopting" never asked when starting a business, or in product ideation?





#### **WHAT YOU CAN DO**

# Create a small space in your organization to test things that don't make sense.





#### **WHAT YOU NEED**

Your need Frontier Idea
Explorers, like modern
"Mountain Men" who first
went to the Rockies to
hunt beaver, bear and elk
in the 1820s and 1830s.





#### **WHAT YOU CAN DO**

# Philosophers are the perfect frontier idea explorers to give access to a space of not knowing







#### **WHAT YOU CAN DO**

# By accessing a space of not knowing, you can discover the unknown unknowns, and known unknowns





#### **UPGRADE YOUR REALITY HEADSET**

# Multidisciplinary insights from philosophy, physics, neuroscience, Theology, the Arts and philosophy

