

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

WHY IS IT IMPORTANT

**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”

— BYUNG-CHUL HAN

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.**

WHY IS IT IMPORTANT

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

WHY IS IT IMPORTANT

In business decision making, you're constantly asking:

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

WHY IS IT IMPORTANT

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**