

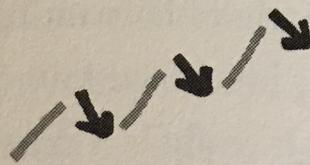
# FACTFULNESS RULES OF THUMB

## 1. GAP



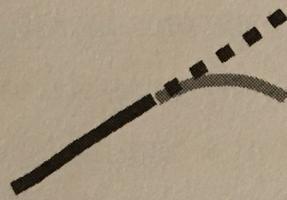
Look for the majority

## 2. NEGATIVITY



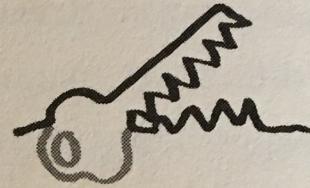
Expect bad news

## 3. STRAIGHT LINE



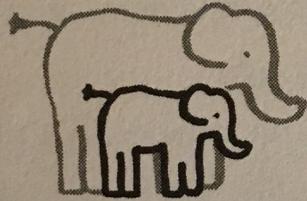
Lines might bend

## 4. FEAR



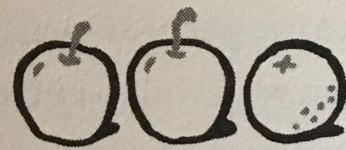
Calculate the risks

## 5. SIZE



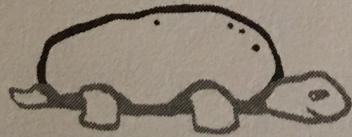
Get things in proportion

## 6. GENERALIZATION



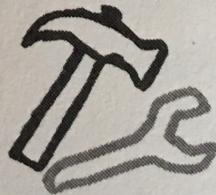
Question your categories

## 7. DESTINY



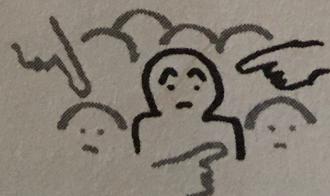
Slow change is still change

## 8. SINGLE



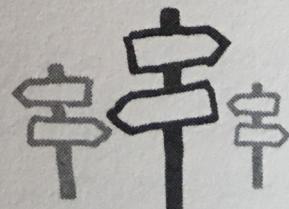
Get a tool box

## 9. BLAME



Resist pointing your finger

## 10. URGENCY



Take small steps