Optimization Problem: Exploit vs. Explore

Familiar — **Unfamiliar**

Known — **Unknown**

Easy — **Hard**

Low Risk — **Higher Risk**

Known Reward — **Unknown Reward***

Stagnation — **Growth**

*But potentially much higher
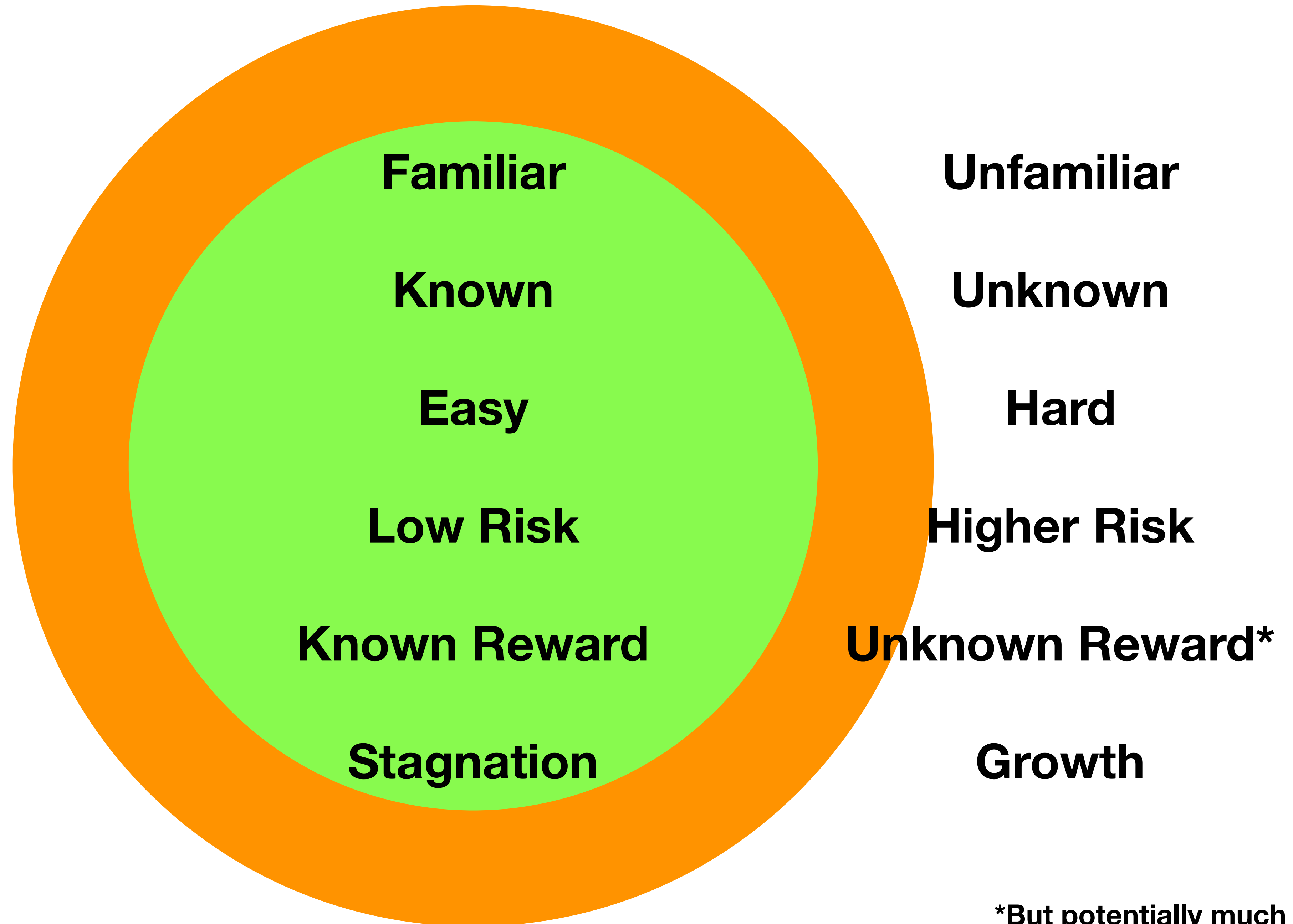
Where do you invest your time?