

Minds at Work
We help people think.



1800s-1900s

*harvest
from nature*

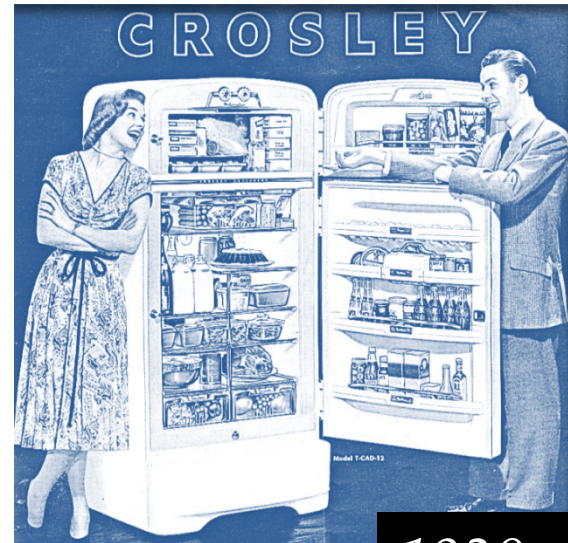
*until
someone
works out
how to*



1900s-1930s

*create
in factories*

*until
someone
works out
how to*



1930+

*produce
at home*

**ALREADY
A THING**

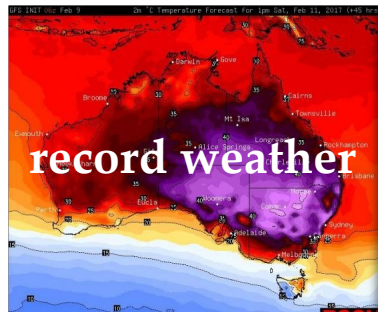
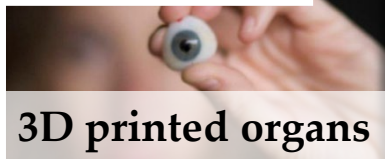
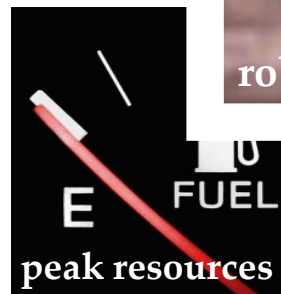
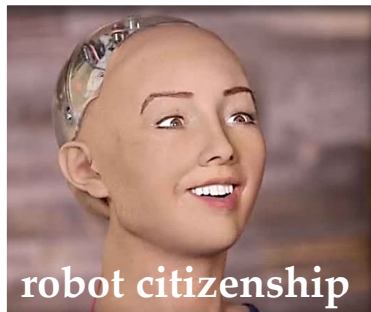


Where are we headed?

industrial collapse



integrated autonomous transport

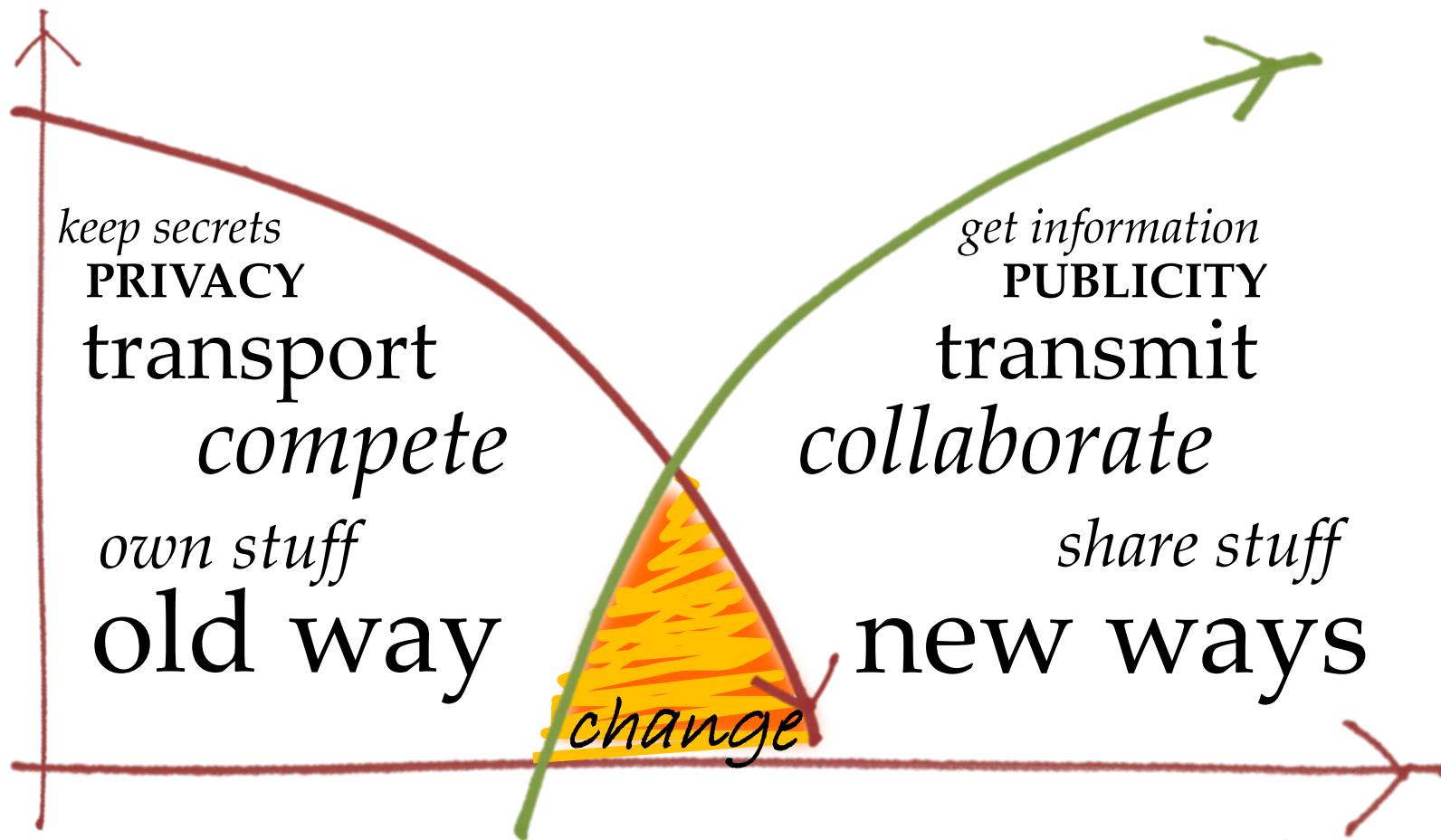


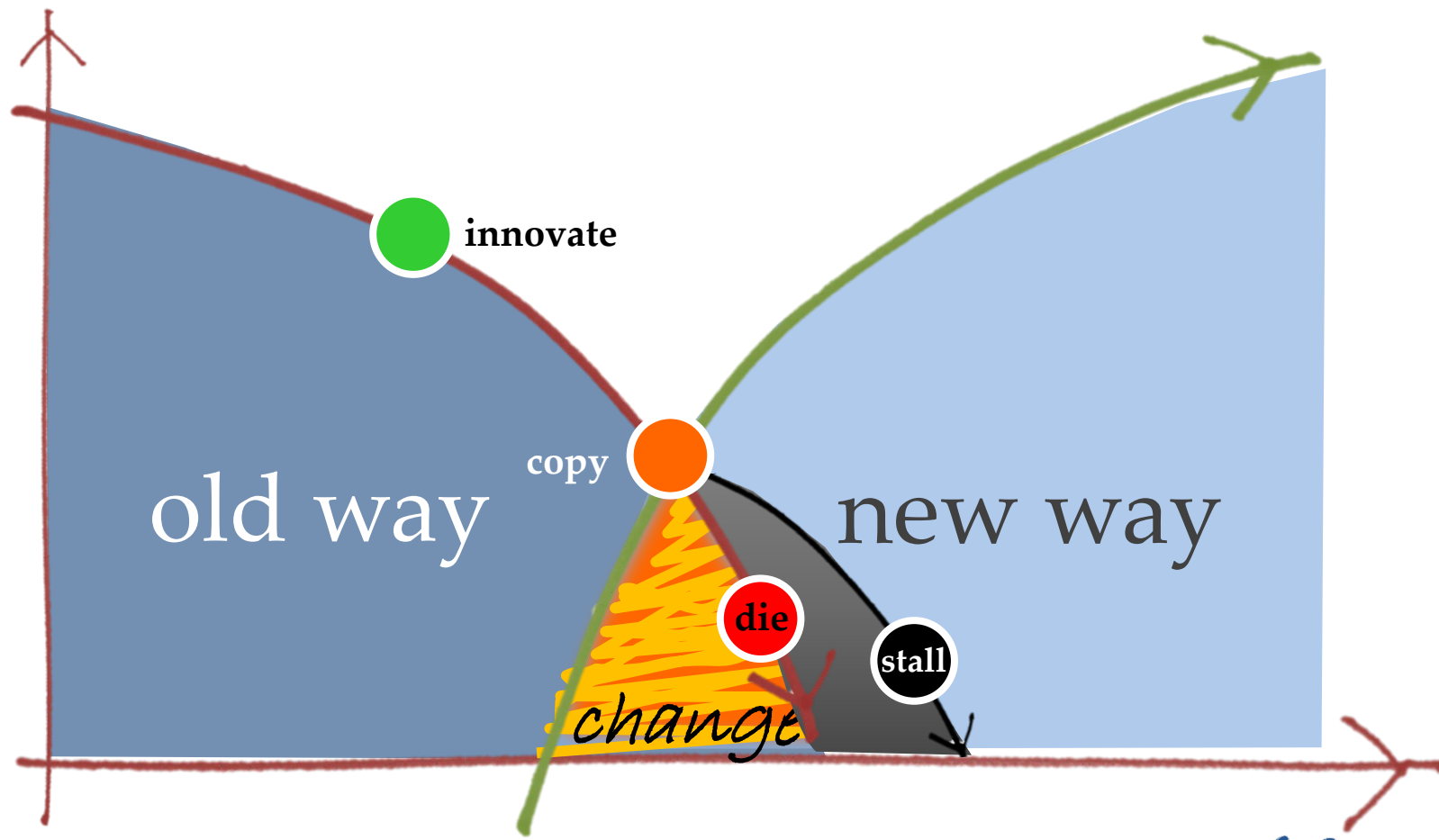
rescue drones

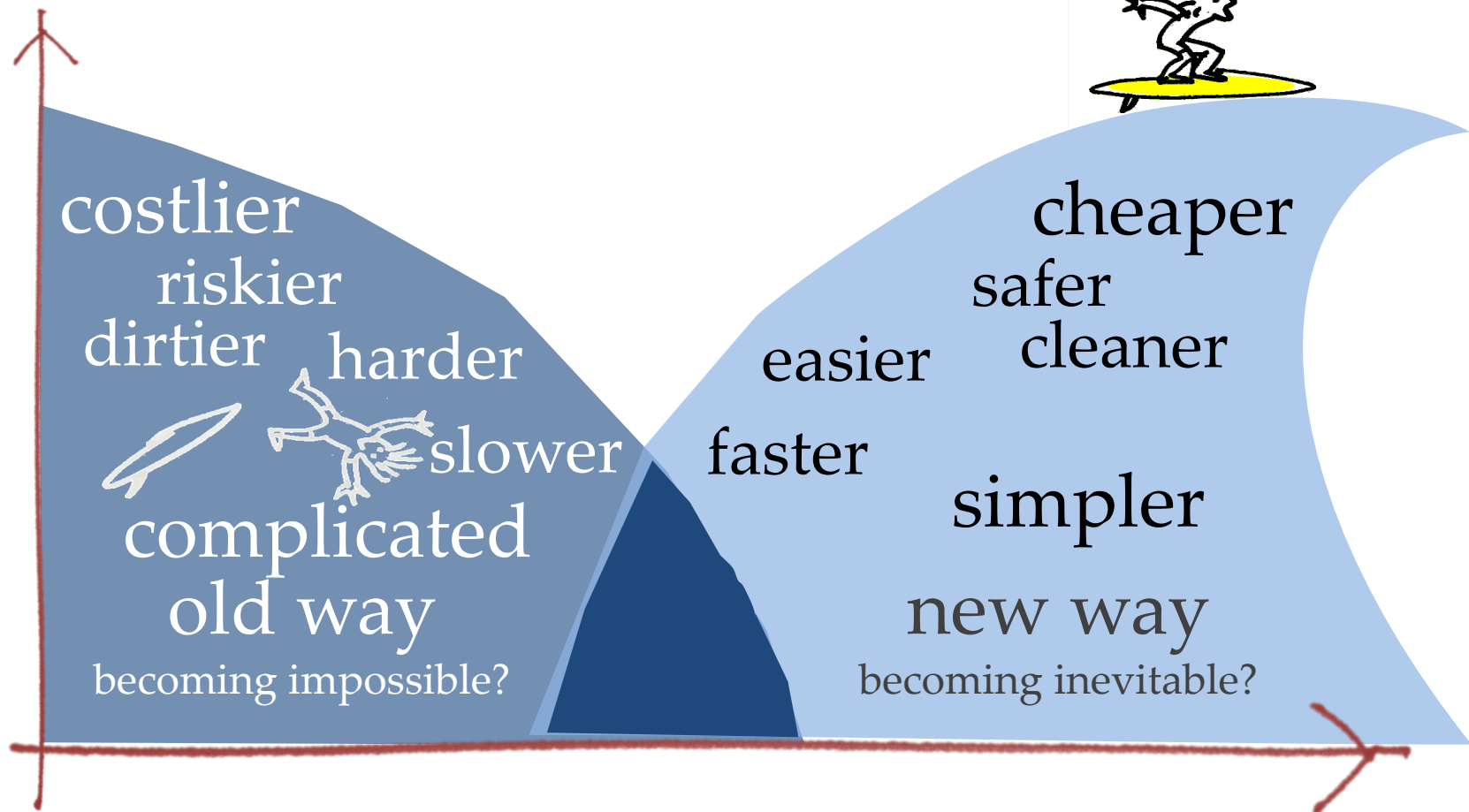


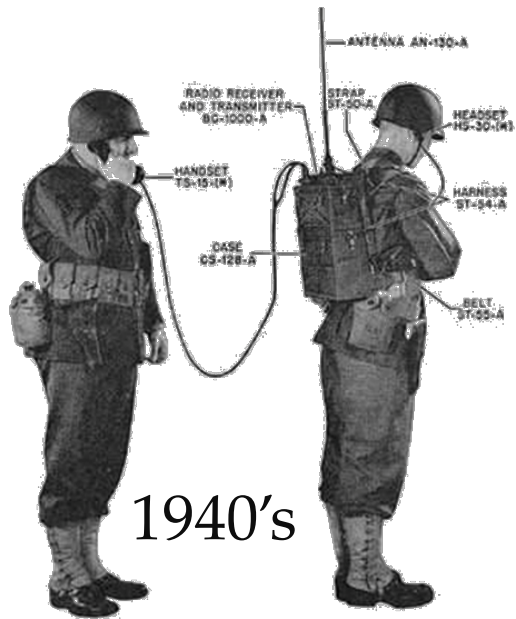


What is becoming possible?
What is becoming impossible?









1940's



1980's



now

Make Things Better by Making Things Different

University of Westminster
School of Biosciences 2008

*reduces bacterial
count by 60%*



*increases bacterial
count by 255%*



*increases bacterial count by 42%
spreads bacteria 2+ metres*

better
is **always**
different

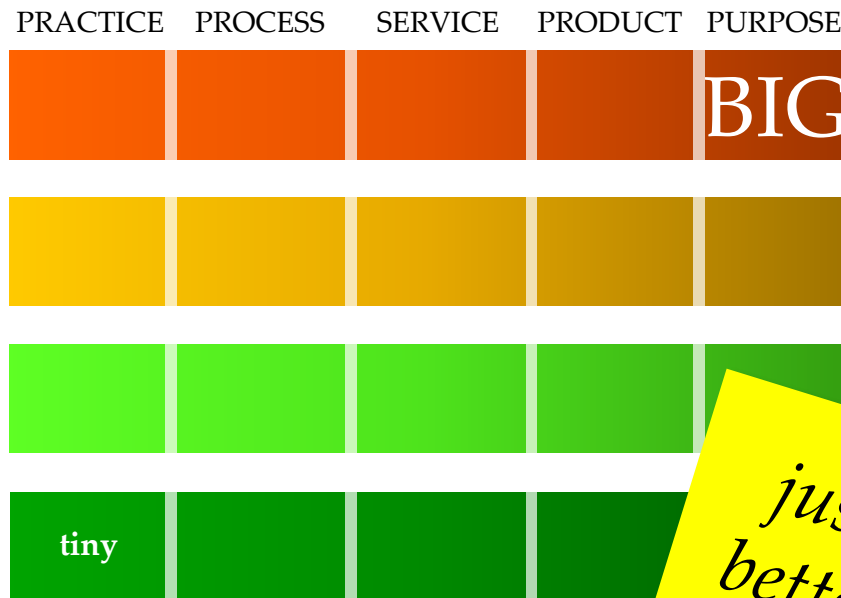


different
is **NOT** always
better

(EXHIBIT C)

it doesn't have to be...

ground-breaking
mind-blowing
paradigm-shifting
disruptive
original
expensive
historic
complicated
transformative
sophisticated



*just
better*

Give me
problems
I'll give
you ideas



Give me big
ideas and
I'll give you
solid plans



Show me a
plan and I'll
find all the
risks



Tell me the
risks and let
me get on
with it



imagine



develop



evaluate



act



I want
challenge,
freedom,
space, time
and
inspiration



I want
problems,
ideas,
limitations,
goals and
parameters

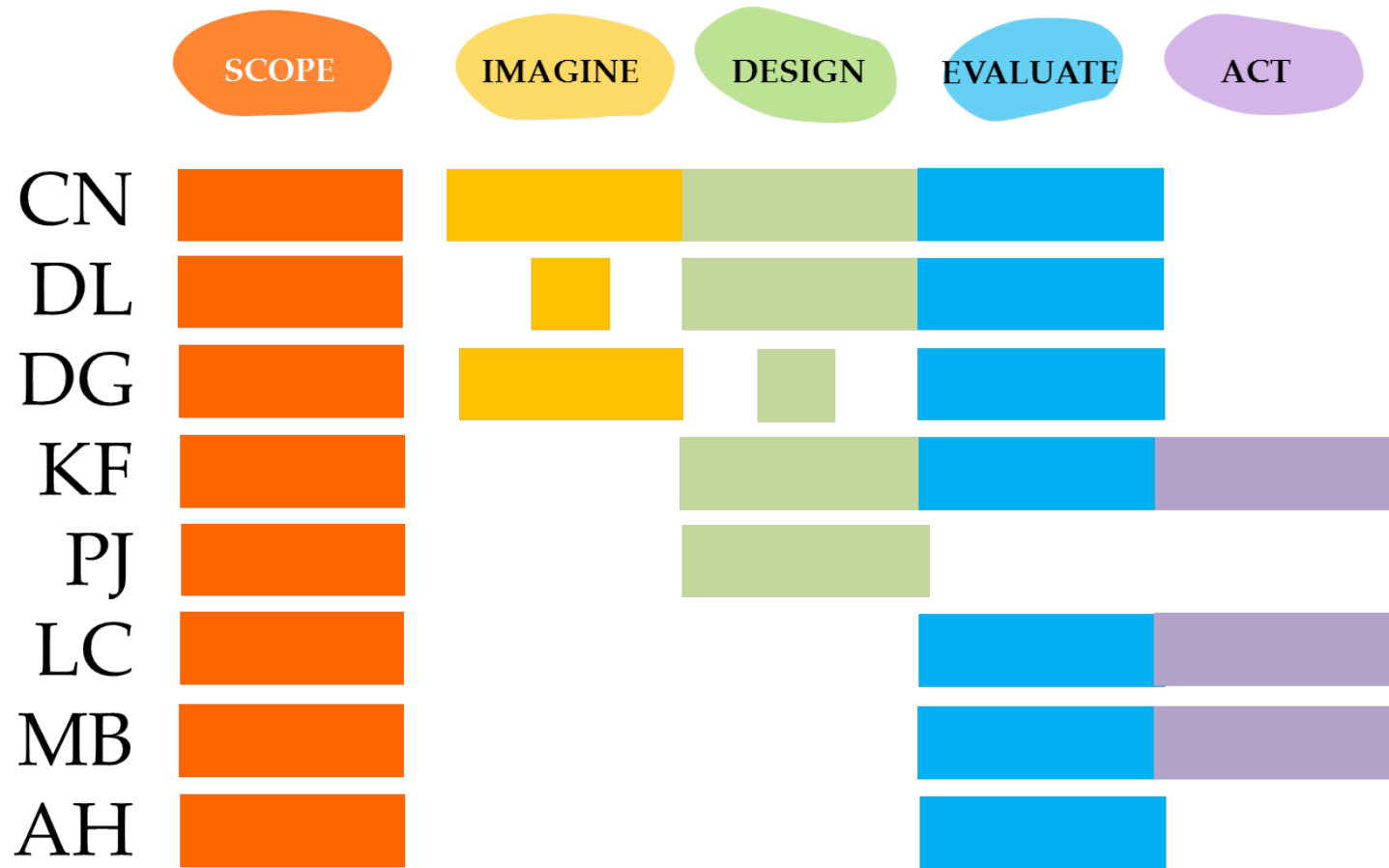


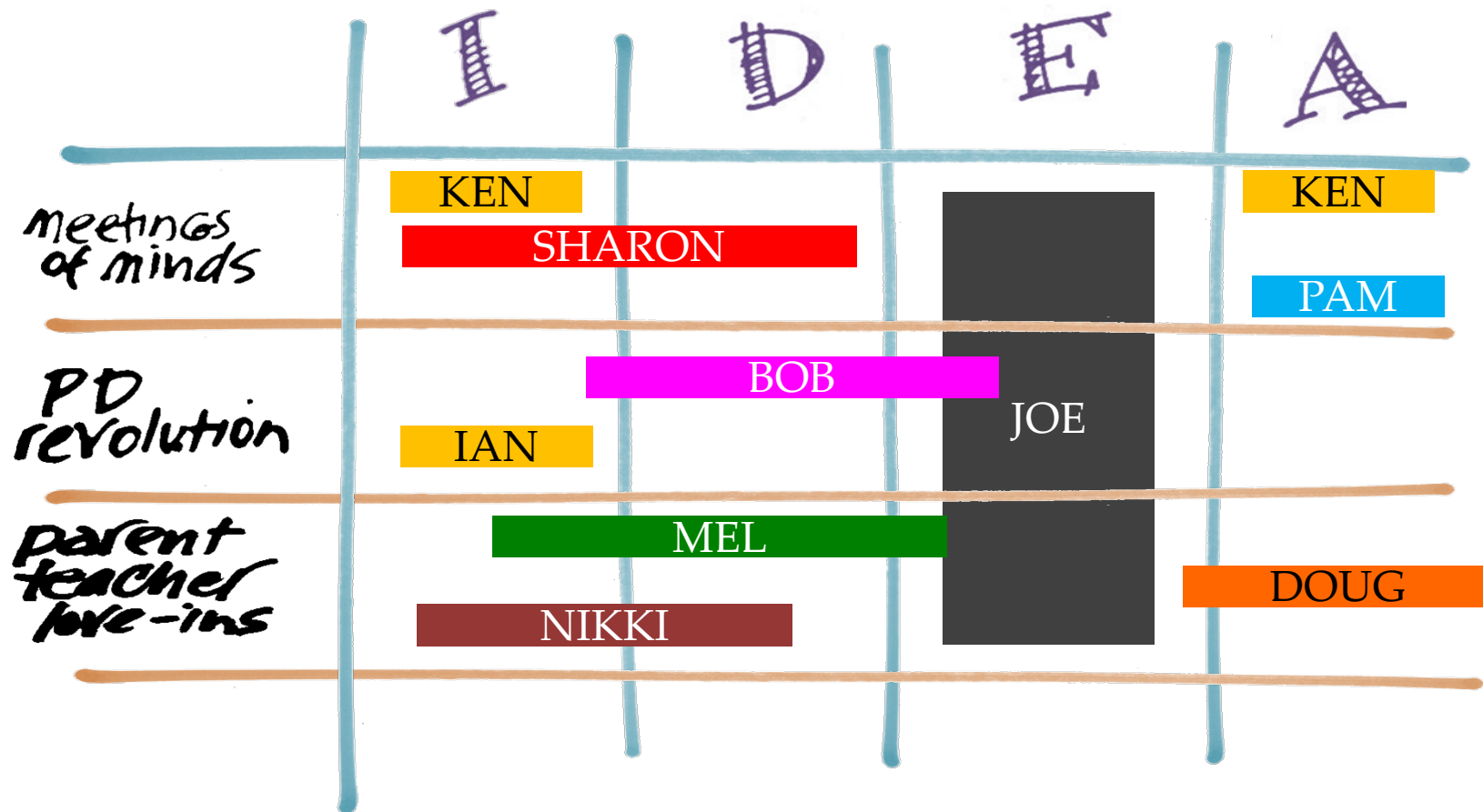
I want
plans, facts,
data, options
numbers,
risks and
costs



I want
decisions,
deadlines,
resources
and a little
trust







imagine

develop

evaluate

act

rambo

panic junkie

party pooper

mastermind

irritant

t crosser & i dotter

rebel

empire builder

perfectionist

Every psychological disorder
is its own job description.

compulsive

cynic

space cadet

bureaucrat

scheme weaver

action figure

devil's advocate

loon

neurotic

nut job

iconoclast

control freak

enforcer

process fiend

This looks like a huge deal

I don't see value in this

This feels weird

I'm not used to this

This isn't how we do it

I'm not trained for this

This isn't one of my KPIs

This isn't my tradition



I've never had to change

I'm too comfortable

I'm too tired for this crap

I'm too cynical

I'm too scared

I'm too busy

I've seen all this before

No-one's told me why

LACK OF CLARITY

no-one knows WTF is going on



LACK OF AGILITY

i see no reason to change

now

window

**Challenge
the orthodox**



Windows®

next

**Explore the
unorthodox**

if you're not getting the **results**...

if you're not getting the **respect**...

if **expectations** are rising...

if **resources** are dwindling...

if old ways are getting **harder**...

if new ways are getting **easier**...

if talented people are **disengaging**...

if technology is **exploding**...

if old rivals are **dying** off...

if new rivals are **appearing**...

if the world changing **faster** than you...

if the future looks **weird** to you...

...it's time

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