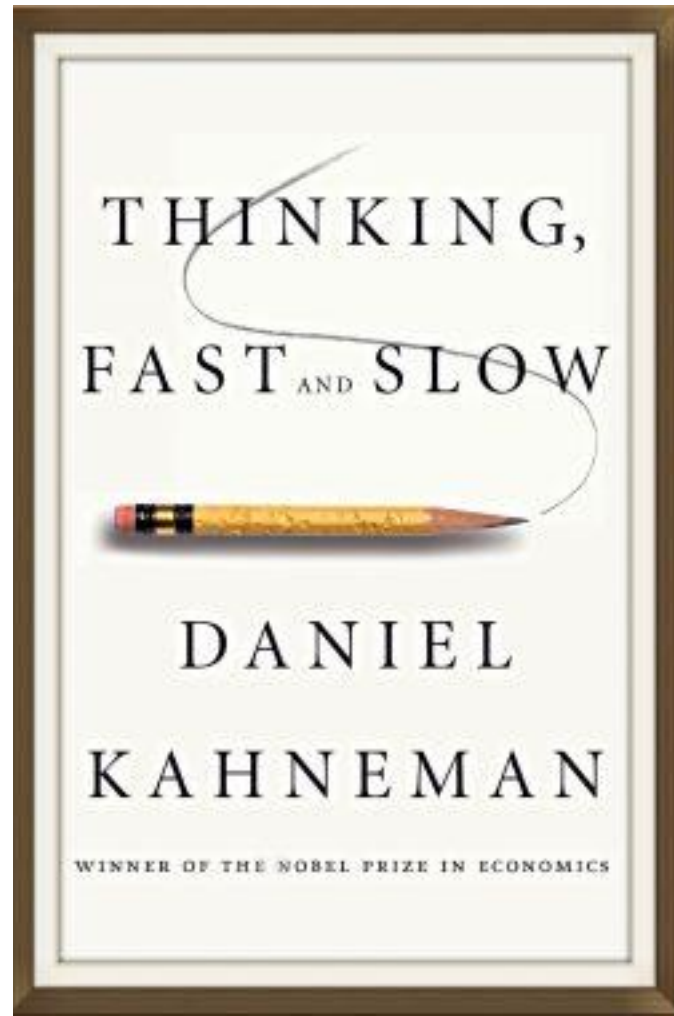


Ideas that
don't
make sense!

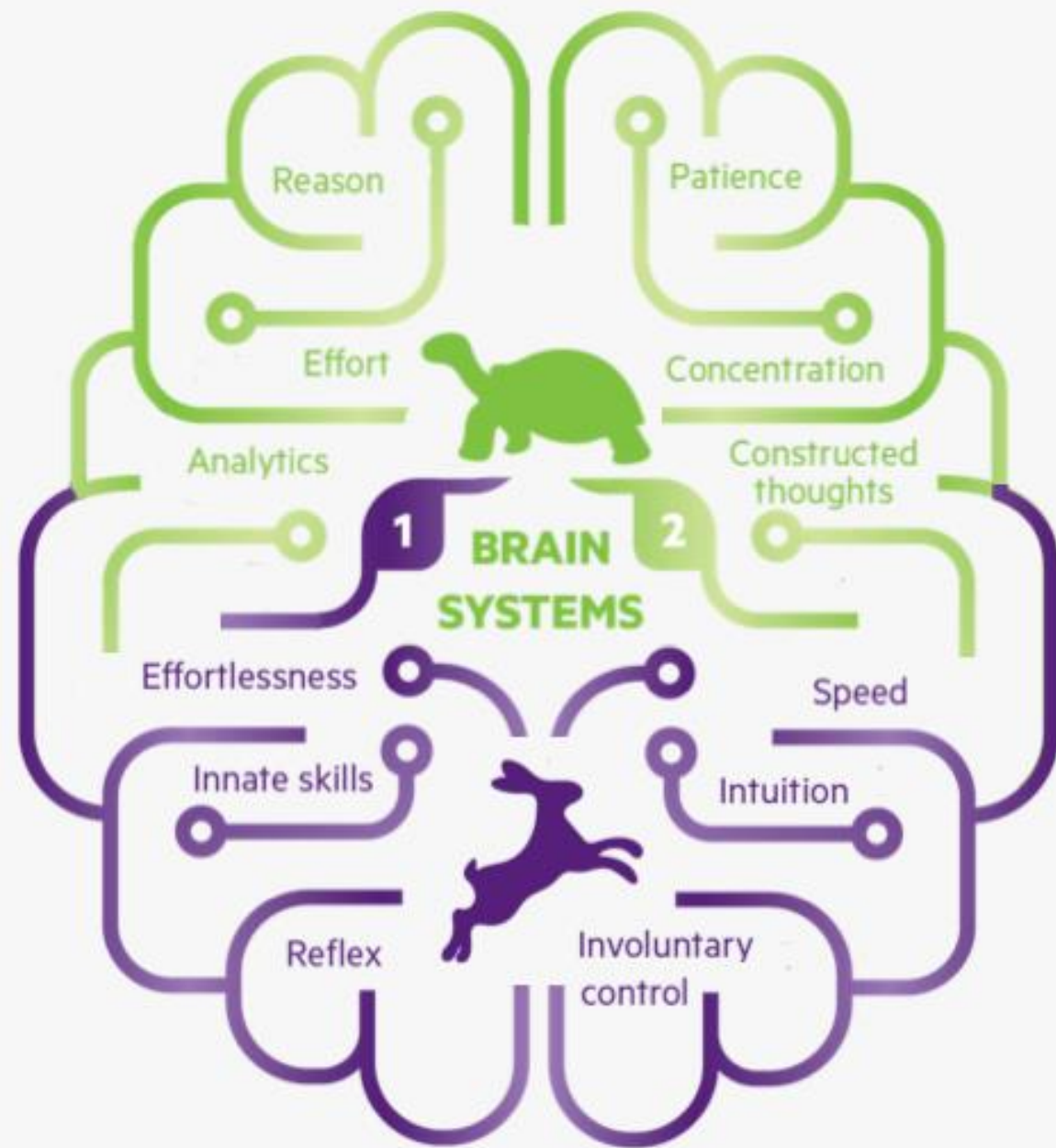




-
- Our brain is hardwired, and the chemistry of the brain guarantees that we feel first and think second
 - BUT.....we think we do it the other way around !



THE BEST OF RORY SUTHERLAND



Cognitive Load

System 1 is very good – but has hard wired biases

System 2 is very good – but draining



Note !

If system 2 is depleted
we will believe almost
anything

Hard wired “instant views”

Called Biases





Starbucks £5.00



Nespresso 39p



Starbucks £5.00



Nespresso 39p



Nescafe £4.10 – 55 cups (7p)

How can you make
two months' salary last forever?



The Diamond Engagement Ring.



King Frederick the Great of Prussia, Famine and Potatoes



King Frederick the Great of
Prussia, Famine and Potatoes

Created value, by rebranding

You have to compete with Coke



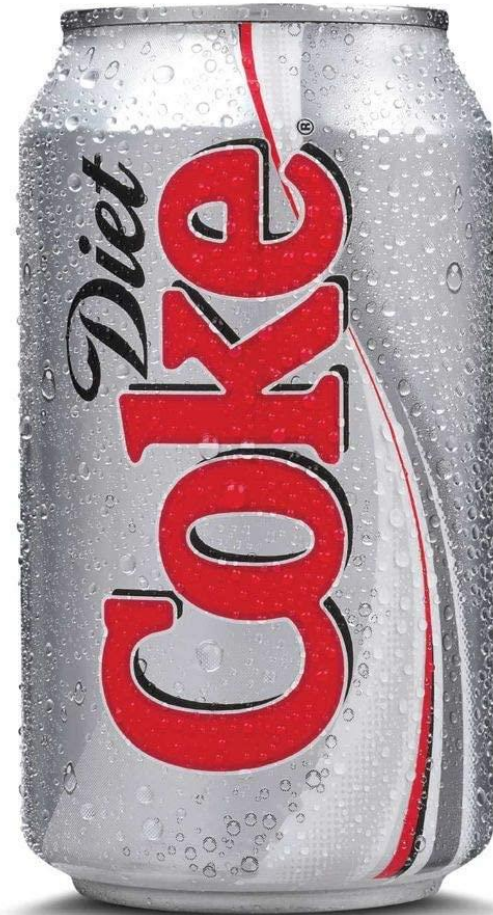
Logic is safe, right !



Difference is better



Diet Coke
has to taste
bitter



Apple





£5

£5

£5.60







- How to get a new Car for £120

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sales drop
when on sale !

Theatre Tickets UK

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Best Prices on London Theatre Tickets

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Theatre Tickets: All activities Tickets

Show: Select a Show

Date: Select Date

Performance: is post-dance booking

No. of Tickets: 2 Tickets

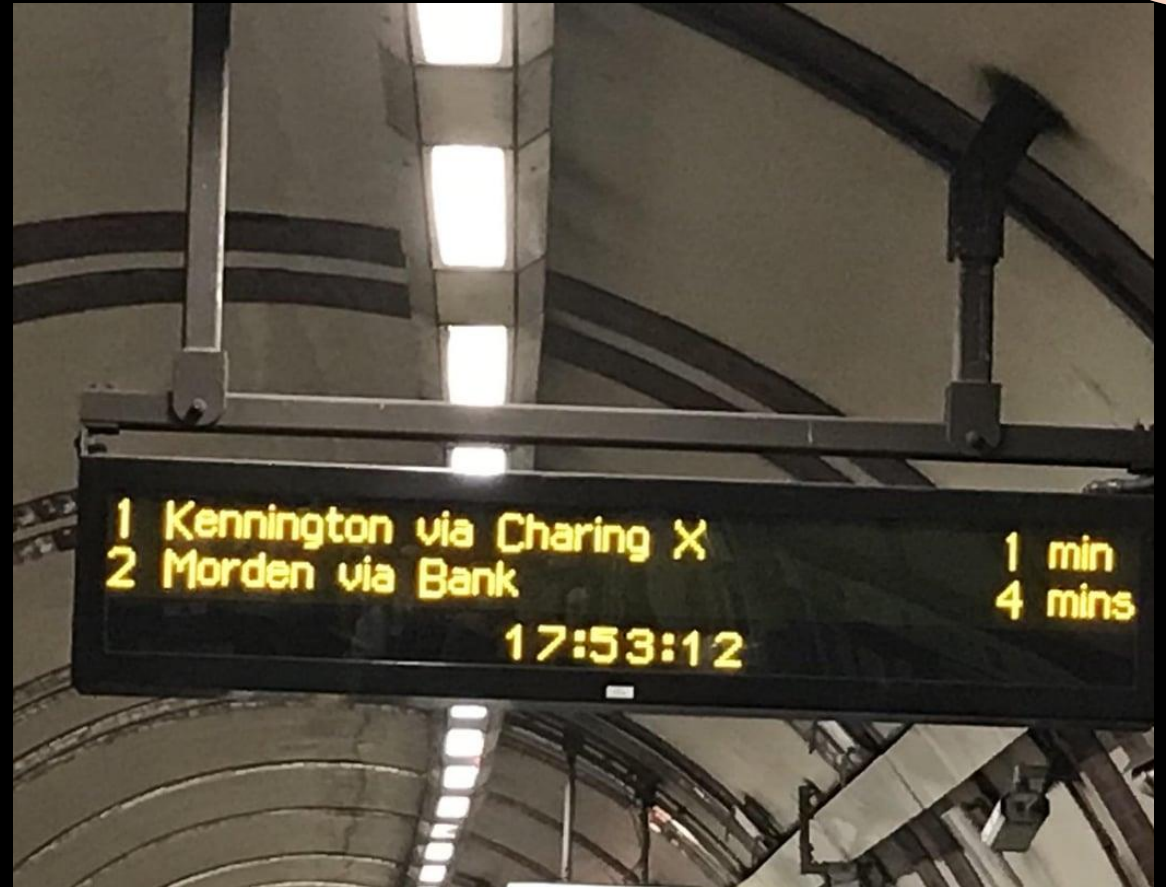
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NO BOOKING FEE***

Disney THE LION KING

LYCEUM THEATRE, LONDON

*Under performance only & offers

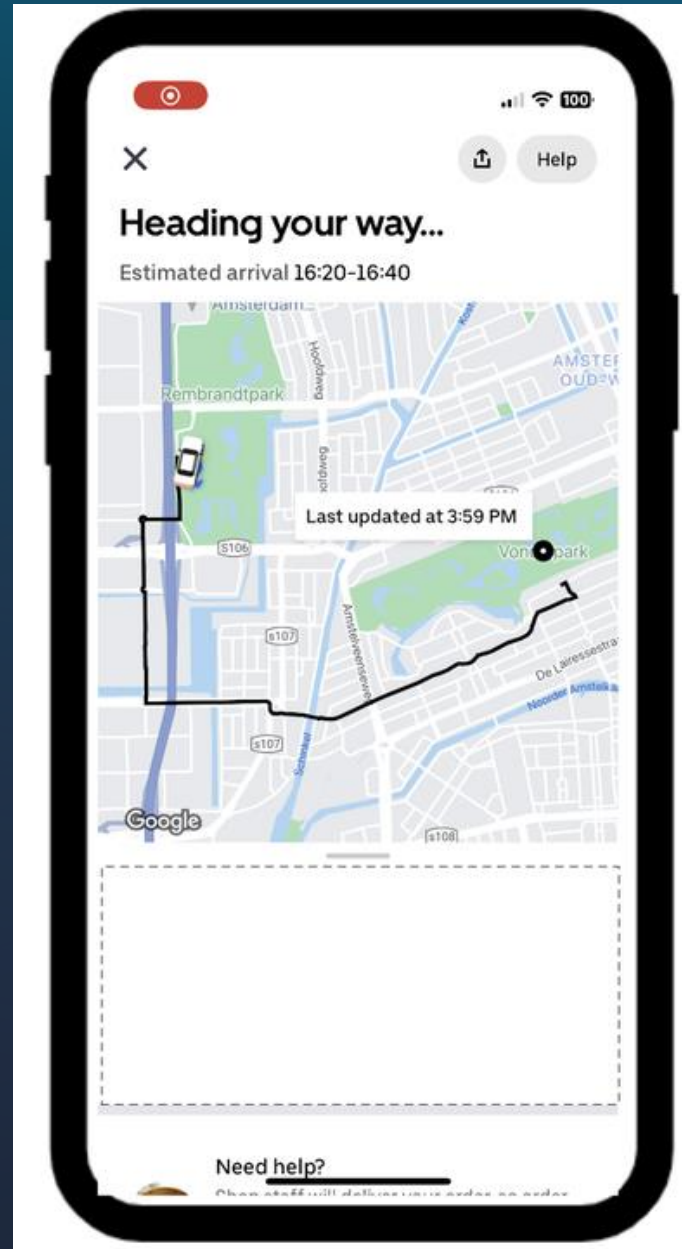
Biggest Improvement in Service perceptions



Uber

Uncertainty is
Uncomfortable.

Psychological value
is in feeling of control



Spend \$450,000
dollars or....





Human
Potential





Human Potential

“Human resources are often buried deep beneath the surface, you have to look for them and believe that they are there”

Sir Ken Robinson



Human Potential

Winston Churchill was nearly expelled from school because he was told his English was so bad !

Apart from his political and military work, he wrote more published books than Shakespeare and won a Nobel prize for literature.



Human Potential

Steve Jobs, sacked from Apple, 1985 because of poor sales on Macintosh !

Returned in 1997 – and the rest is history.



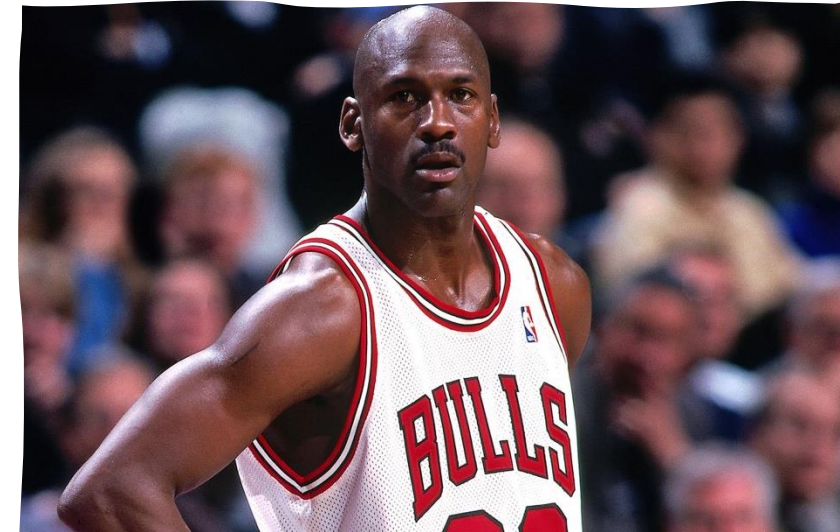
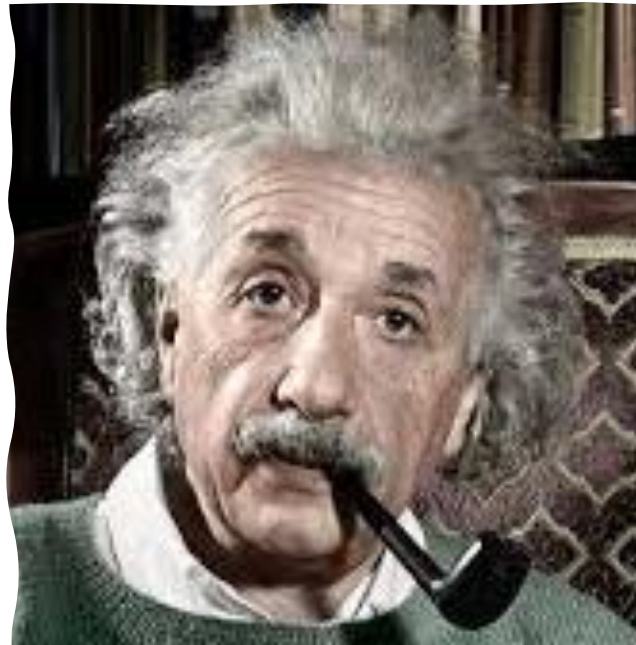
Human Potential

Oprah Winfrey – Not fit for Television

Michael Jordan – dropped from the school basketball team

Walt Disney - sacked from newspaper job because he lacked imagination

Albert Einstein – told he wouldn't amount to anything at school



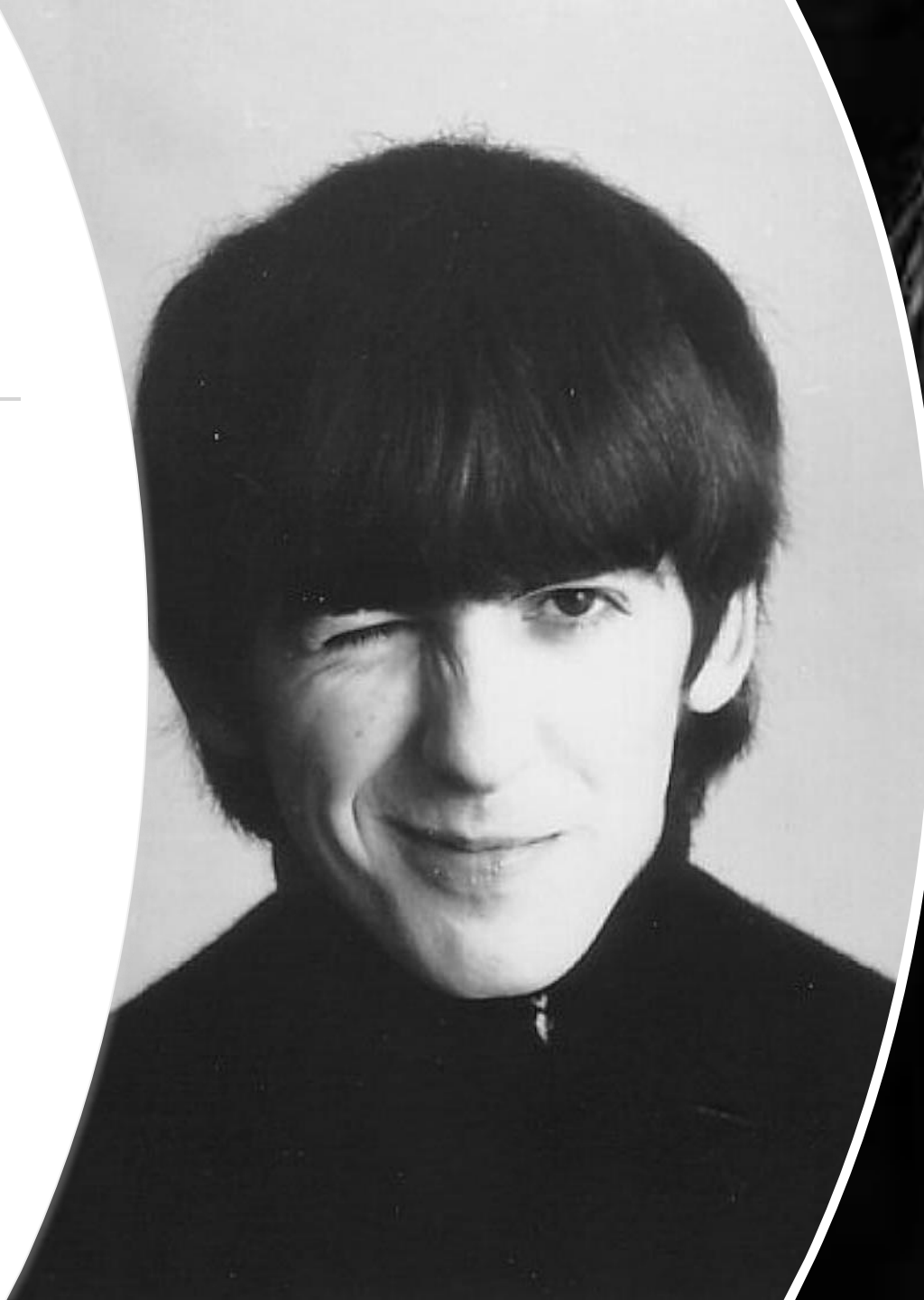
Human Potential

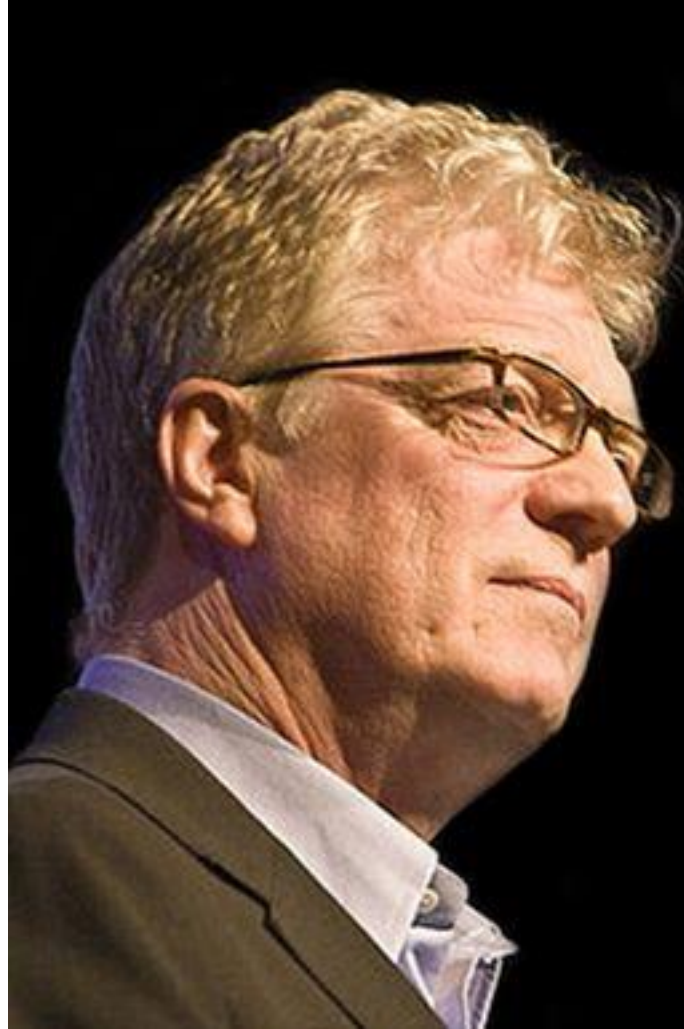
Paul McCartney

Hated music at School.
Had no musical potential.

George Harrison

Not spotted with any
musical potential





If you're not prepared to be **wrong**,
you'll **never** come up with **anything** original.

- *Sir Ken Robinson*

Goalcast