the Smart (Lazy) Way to become Super Smart

Mark Turrell www.markturrell.com



the 25 Year Plan

9.0	MARCH	Presiding Officer
lames of	PART B: RESULT OF COUNTE	
andidates	Party/ Independent	Votes received
MAKON! HEREETSTANLEY SINGA	INSERENDENT	23
MUCIABE ROBERT GABRIEL	ZANU(PF)	122
TOWNGANA LANGTON TSVANGIRAL MORGAN	INDEPENDENT	
THE MURGAN	MAC	480

the world has changed



collective intelligence



Clorox

we can't beat P&G spend... so we need to be open

P&G

we will never have all the brains... so we need to be open (too)



We know what we know

We don't know what we don't know (probably)

But we likely think we know it anyway

We forget things

We can't be everywhere at once

crowd power



ELECTION PRESIDENTIELLE 23 AVRIL & 7 MAI 2017

Macron Président

"La France doit être une chance pour tous."



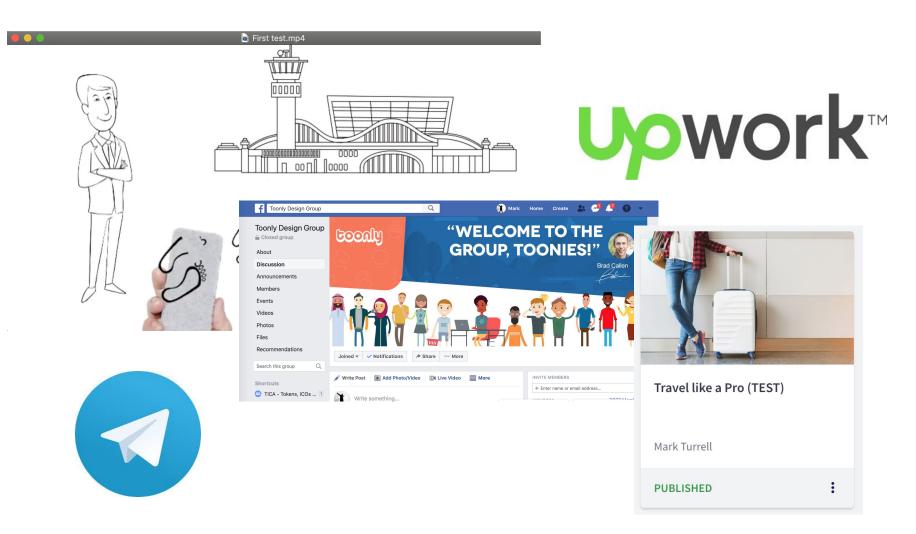
ÉLECTION PRÉSIDENTIELLE 23 AVRIL & 7 MAI 2017

Macron Président

"La France doit être une chance pour tous."







my advice for Leaders

confident humility

be open

be lazy

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