

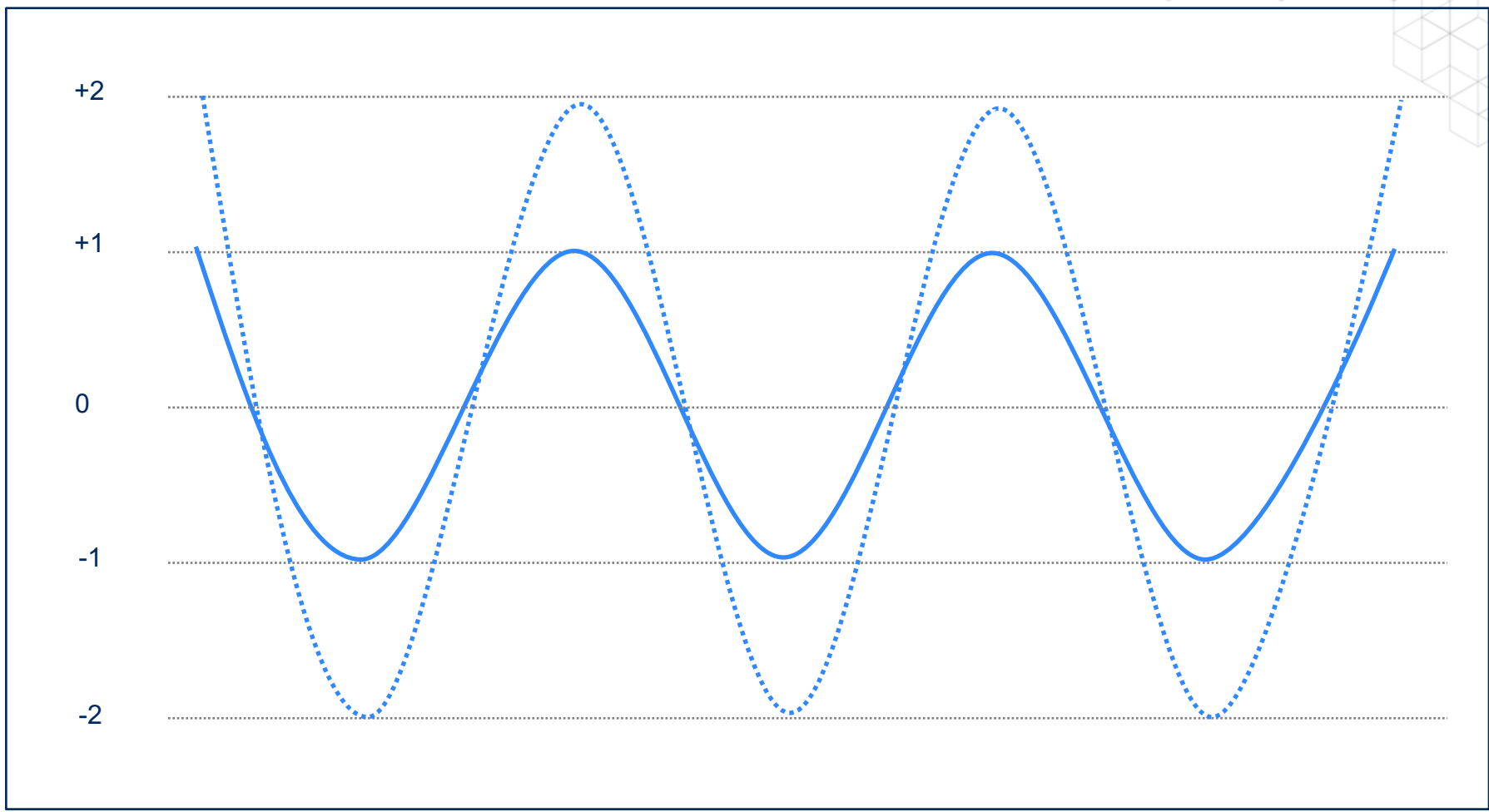
Introduction



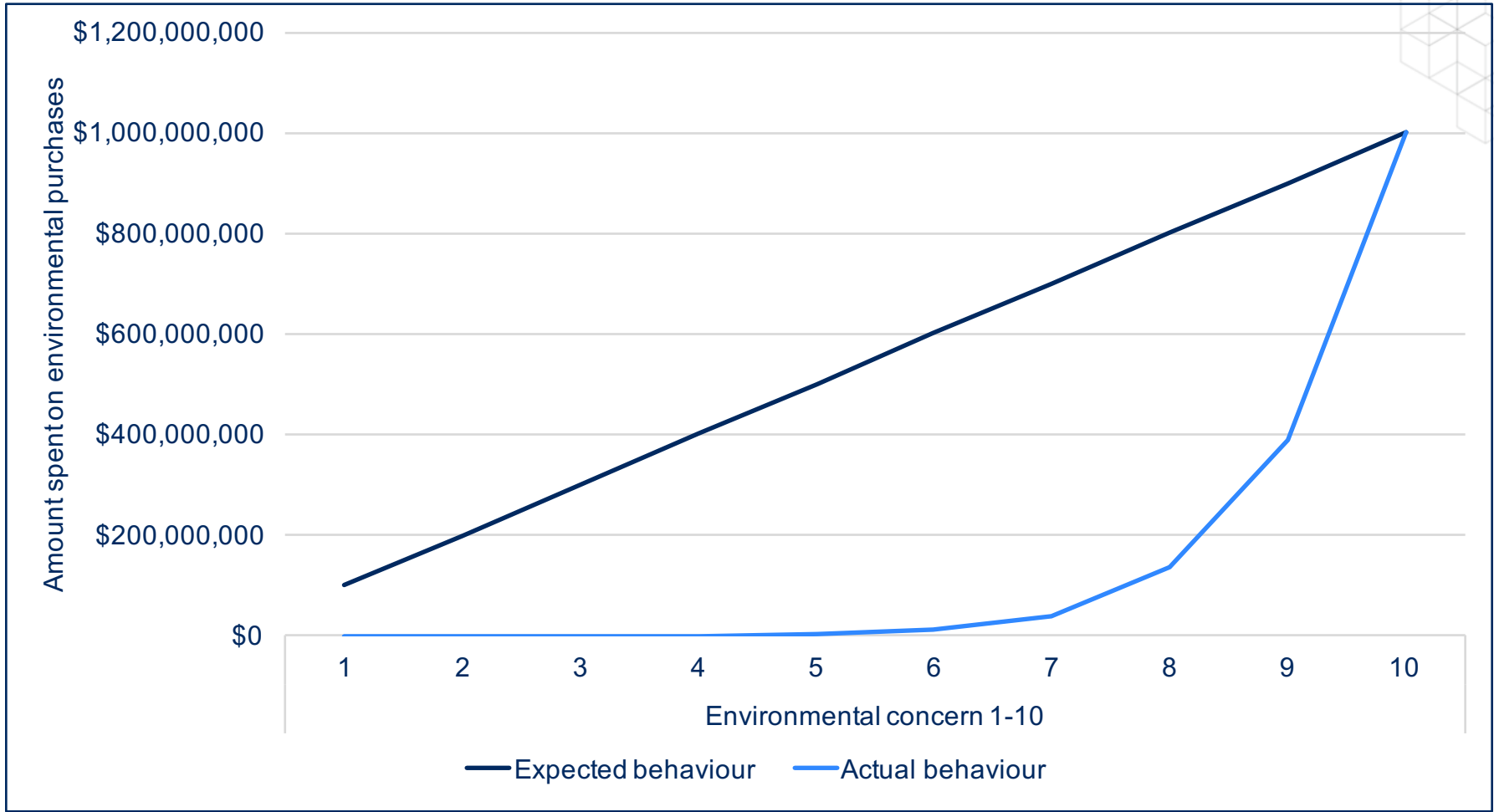
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Purpose+, Amstel 95, Amsterdam, The Netherlands

PURPOSE⁺

Visual 1: Two waves make a bigger wave



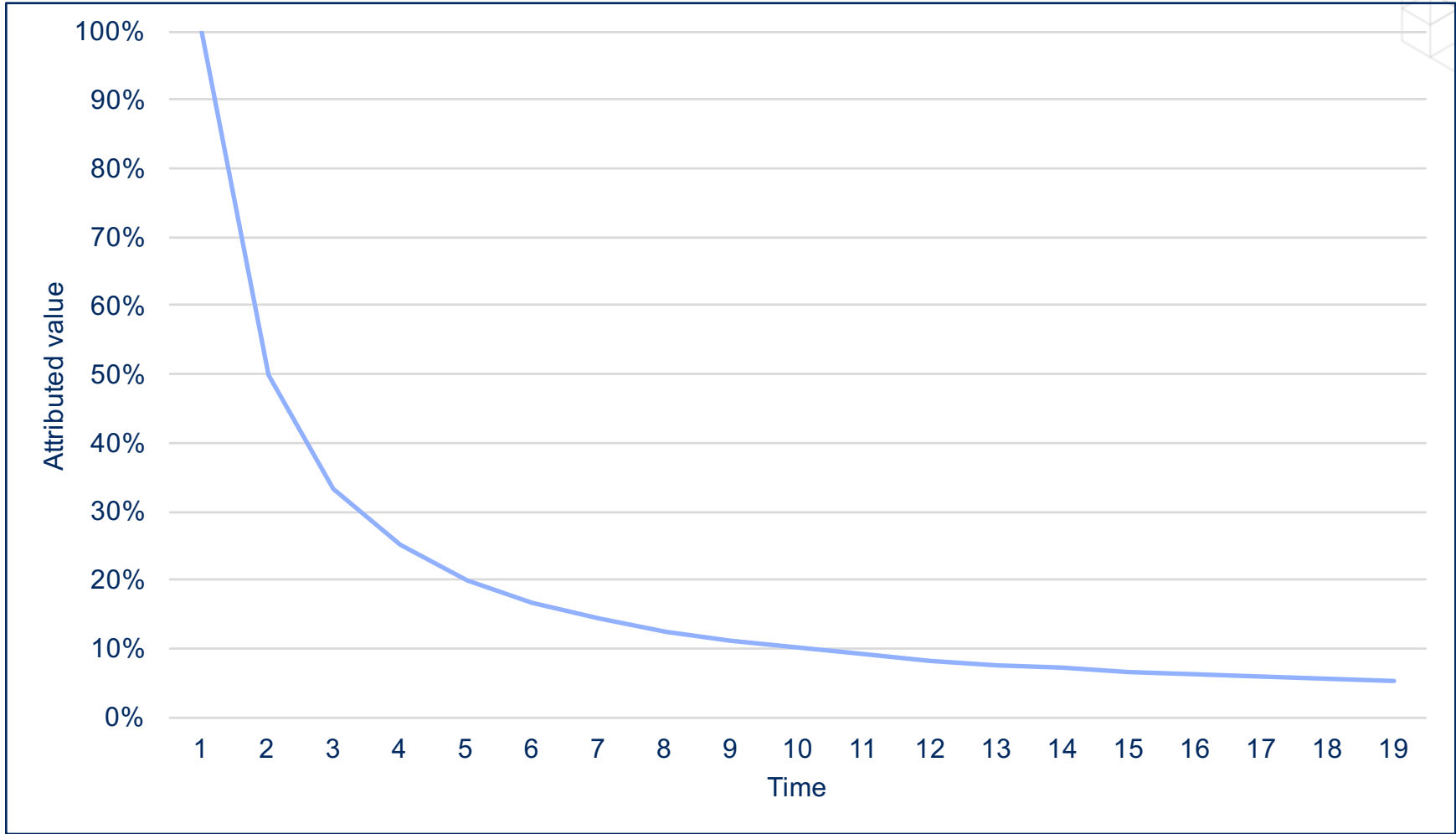
Visual 2: Expecting linearity where there is none



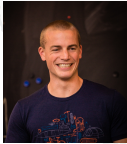
Source: HBR, Linear Thinking in a Nonlinear World, 2017; Critical Mass: How One Thing Leads to Another, Philip Ball (2004); Superforecasting: The Art and Science of Prediction, Tetlock (2016)

Visual 3: Tomorrow is less important than today

Cognitive bias of discounting future values



For more information



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