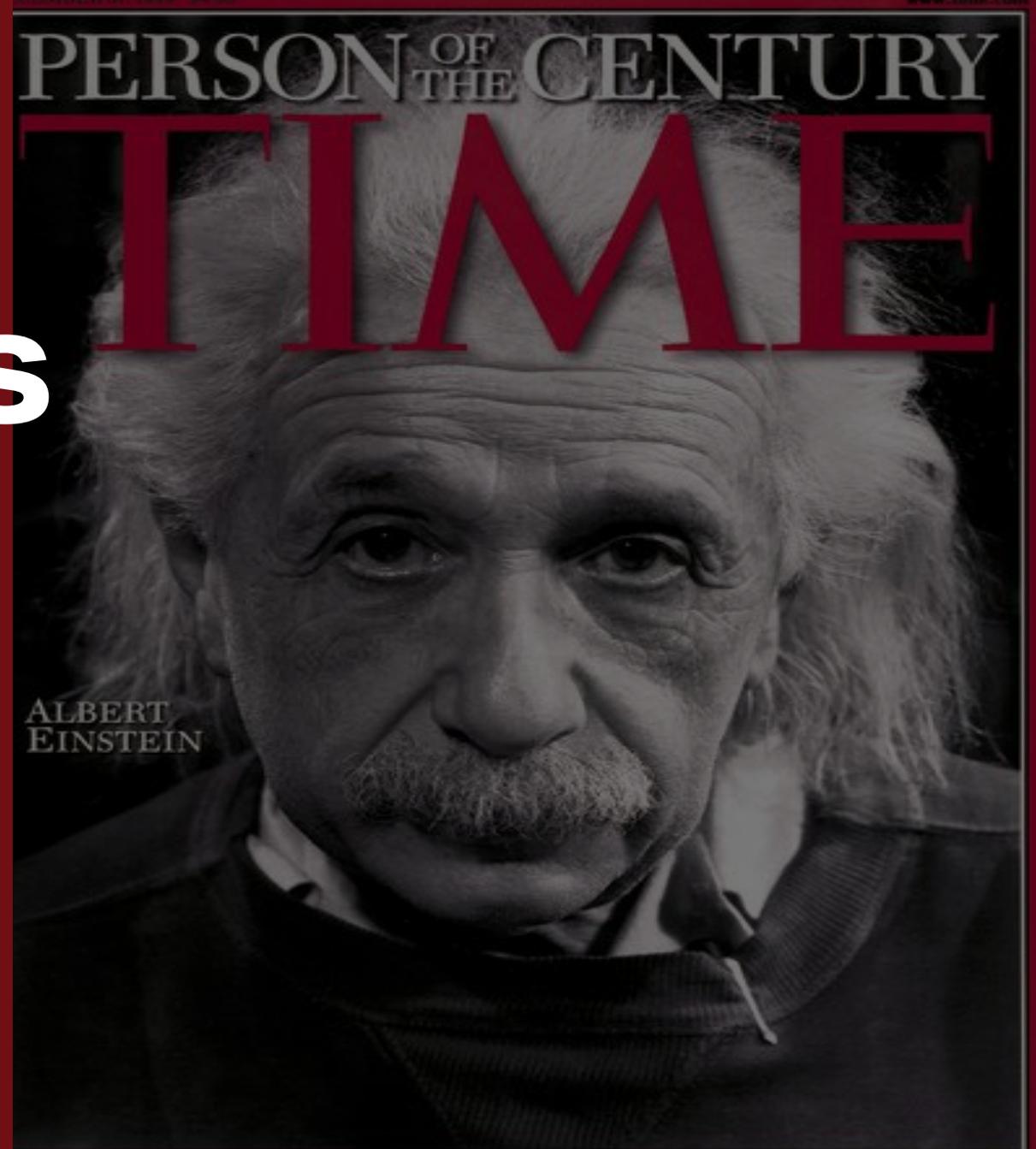
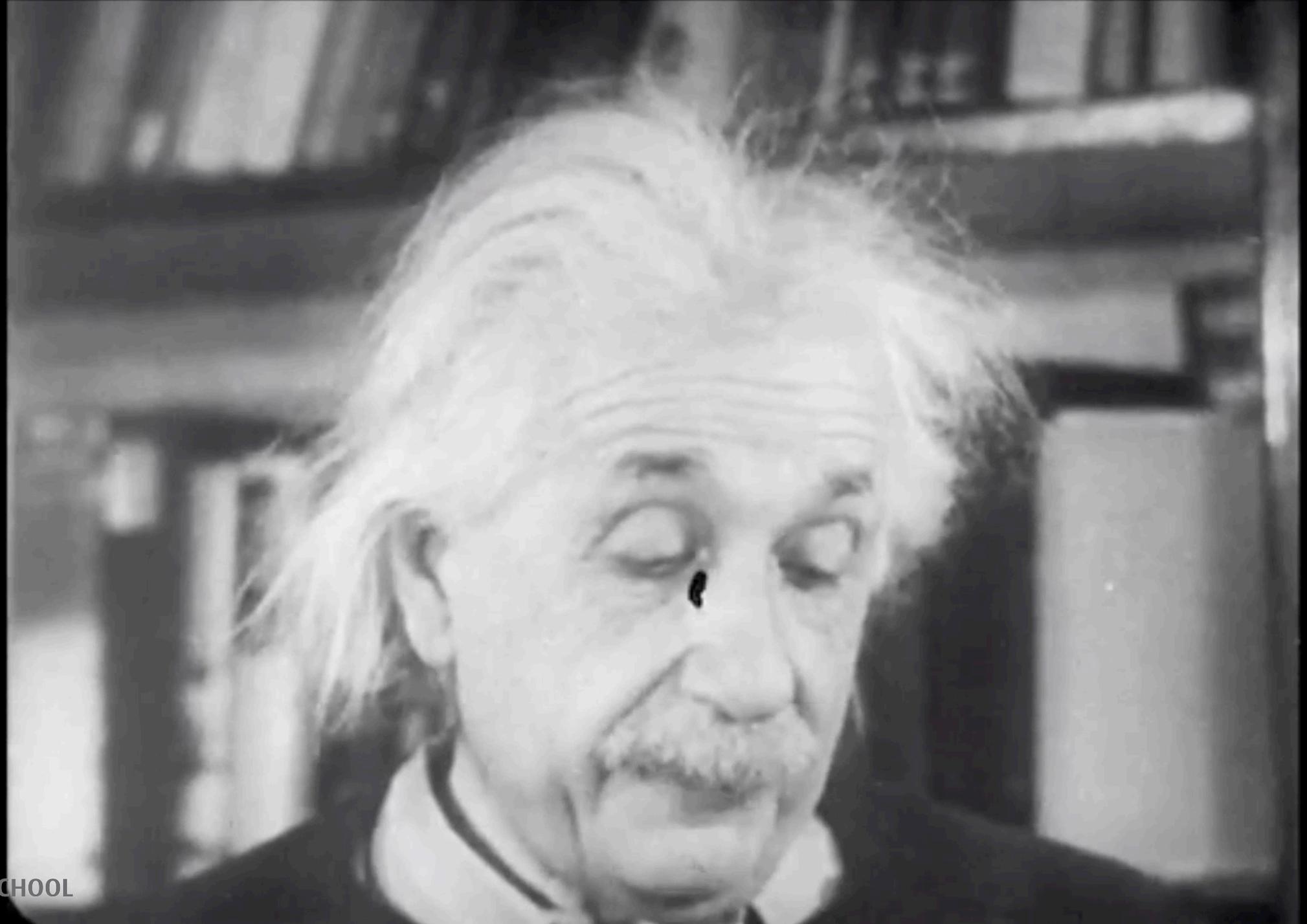




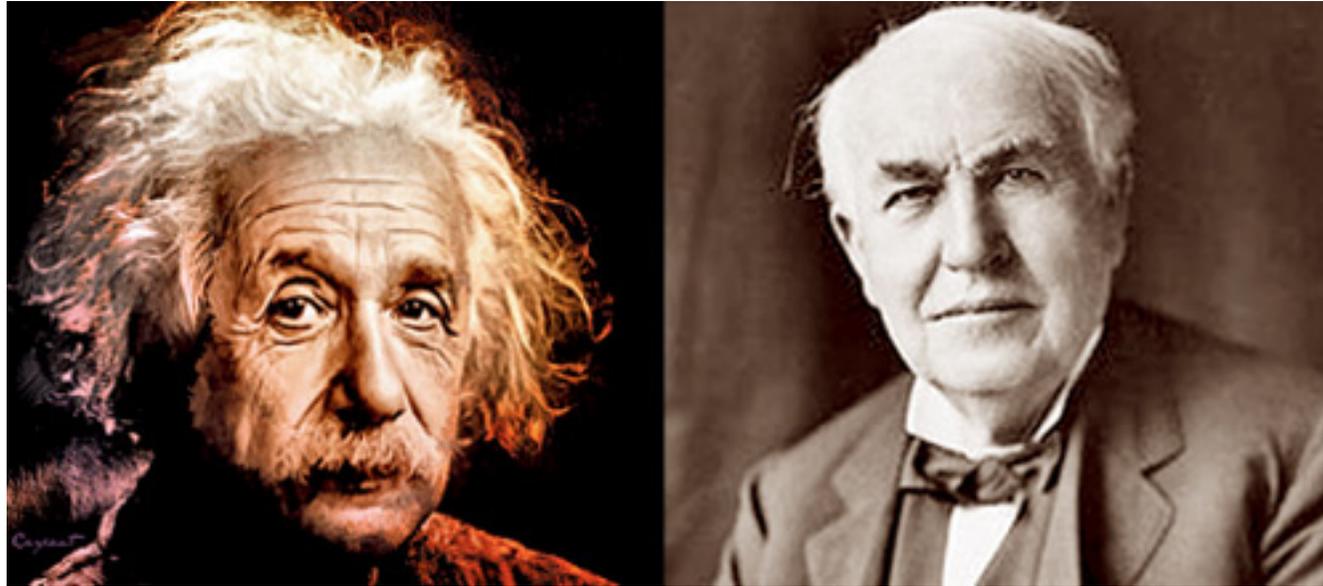
vs



COMPLETE VIDEO NOT AVAILABLE IN THE ARCHIVE



IF YOU COULD WHO WOULD YOU HAVE IN YOUR TEAM



GREATEST HERO OF ALL TIME

1093 PATENTS

NOBEL PRIZE 1921

\$15B IN 1931

IQ@160 (99.998 %)

SUCCESSFUL BUSINESS EMPIRE

WHAT'S MORE IMPORTANT TO YOU

THE IMAGINATIVE VISIONARY
WHO COULD THINK "AROUND
CORNERS" AND MAKE INTUITIVE
LEAPS THAT HAVE UTTERLY
RECONFIGURED THE COURSE OF
HUMAN HISTORY?

THE TIRELESS AND PRACTICAL
"WORKHORSE," WHOSE
TENACITY AND WORK ETHIC...
COMPRESSED, AND DISTILLED
LIFETIMES OF EXPERIENCE INTO
A BRILLIANT CAREER

THE FIRE AT EDISON WORKS

DATE: DECEMBER 9, 1914

PLACE: EDISON WEST ORANGE LABS [NJ]

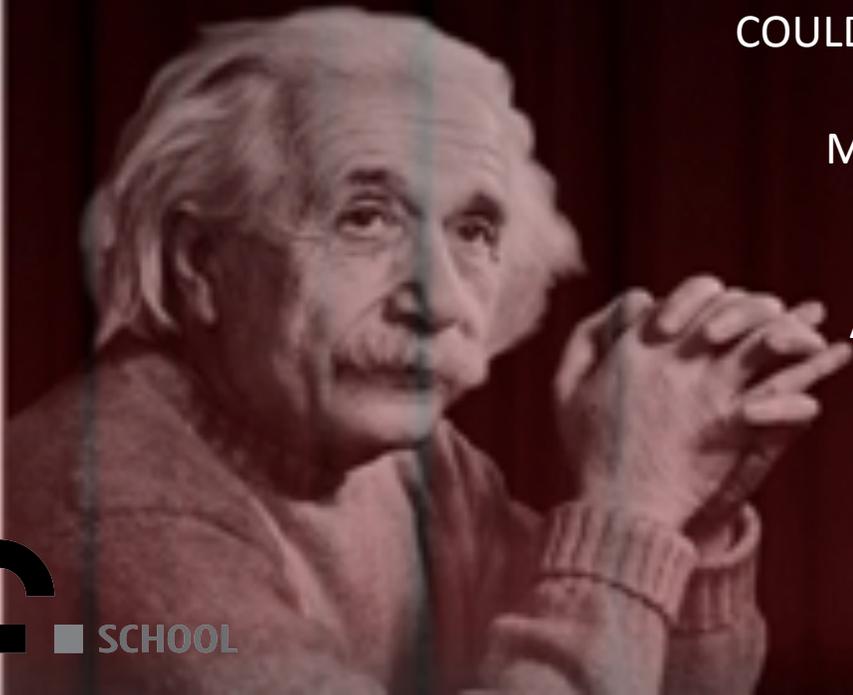
TIME: 5:15 P.M.

ACTION: LARGE EXPLOSION IN BUILDING 41, FILM INSPECTION AREA.

FIRE AT EDISON WORKS
PHOTO BY ALLEN E. ORANGE

TRAGEDIES

"The tragedy of life is what dies inside a man while he lives."



COULDN'T SPEAK TILL 4, OR WRITE TILL 7
UNEMPLOYMENT
MENTAL AND PHYSICAL ILLNESS
THE CONFLICT WITH HITLER
LEAVING GERMANY
A SON WITH SCHIZOPHRENIA



SO WHATS YOUR CHOICE



EXHIBIT 9.3 Thomas Edison borrowed new paradigms discovered by others and preferred to perfect them methodically, systematically and in a precise manner. Edison was more of an adaptor.

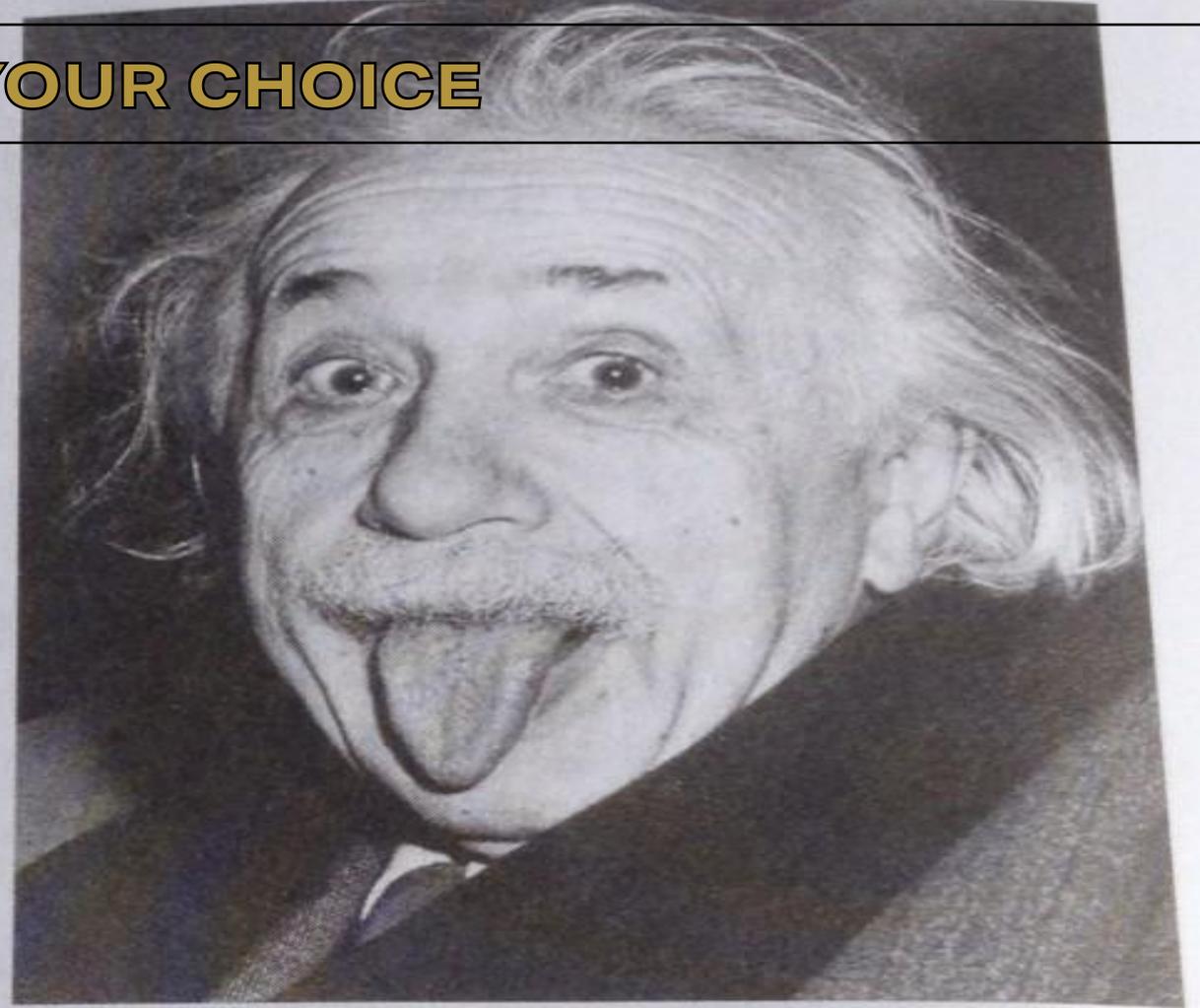
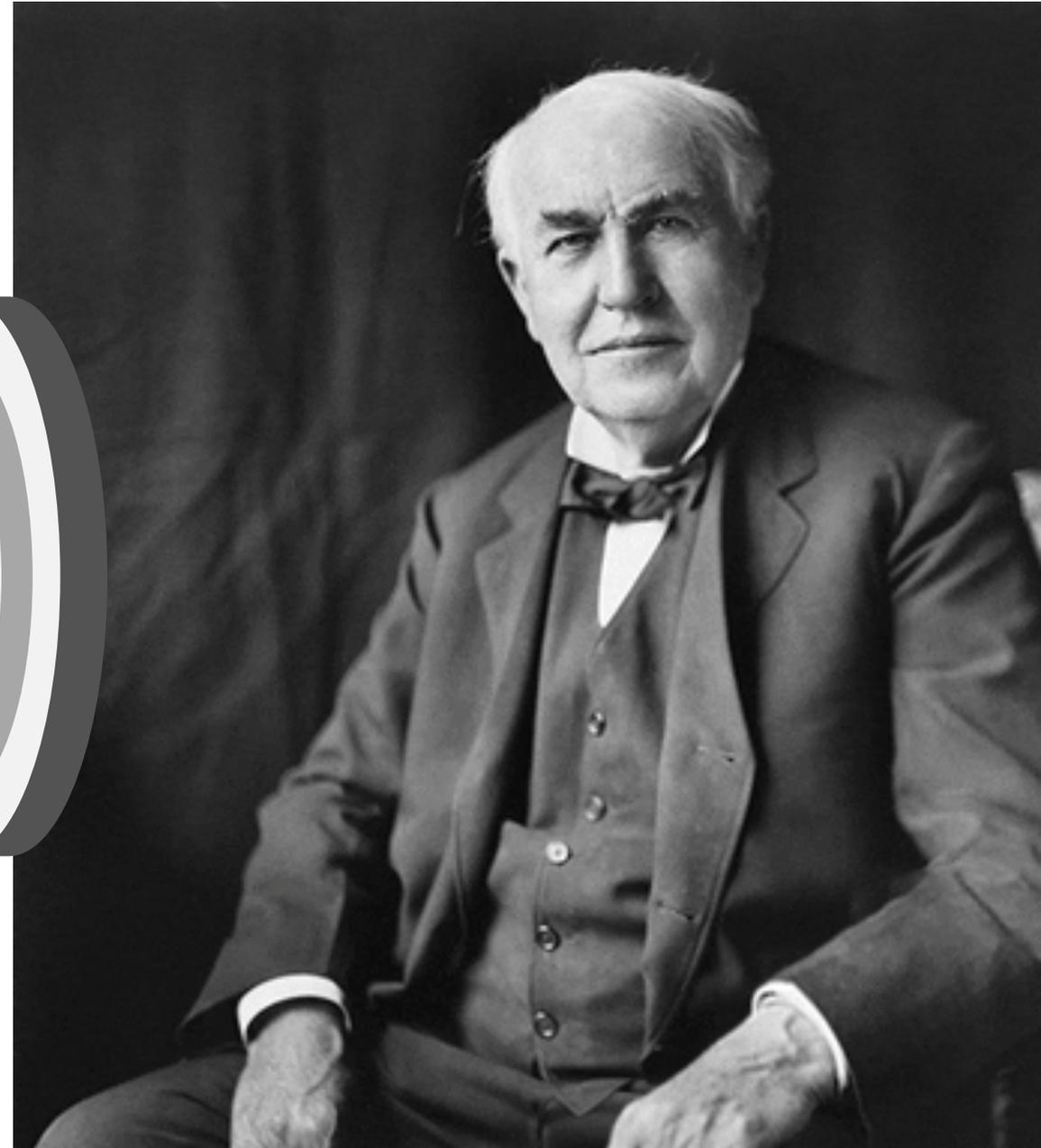
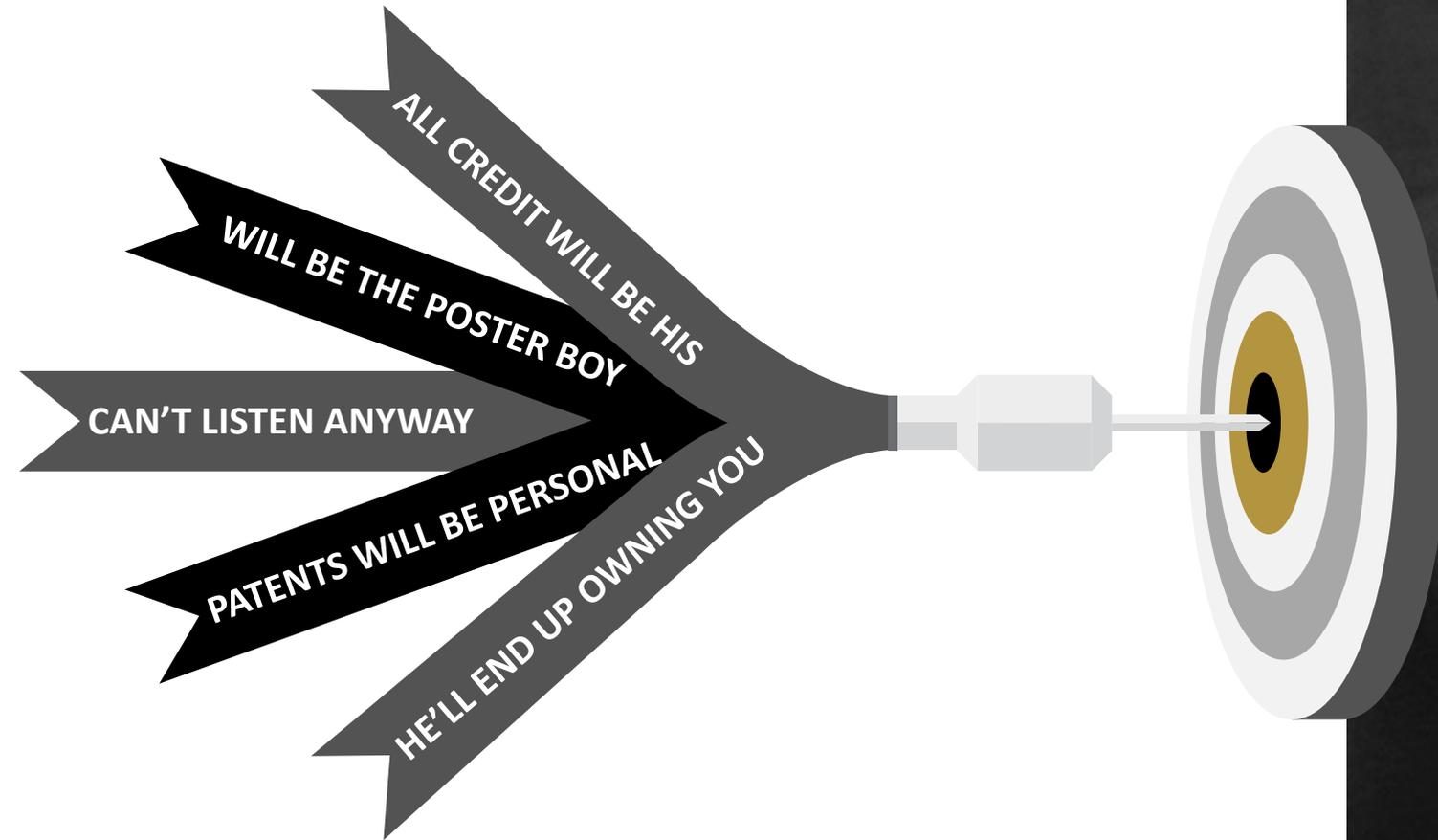
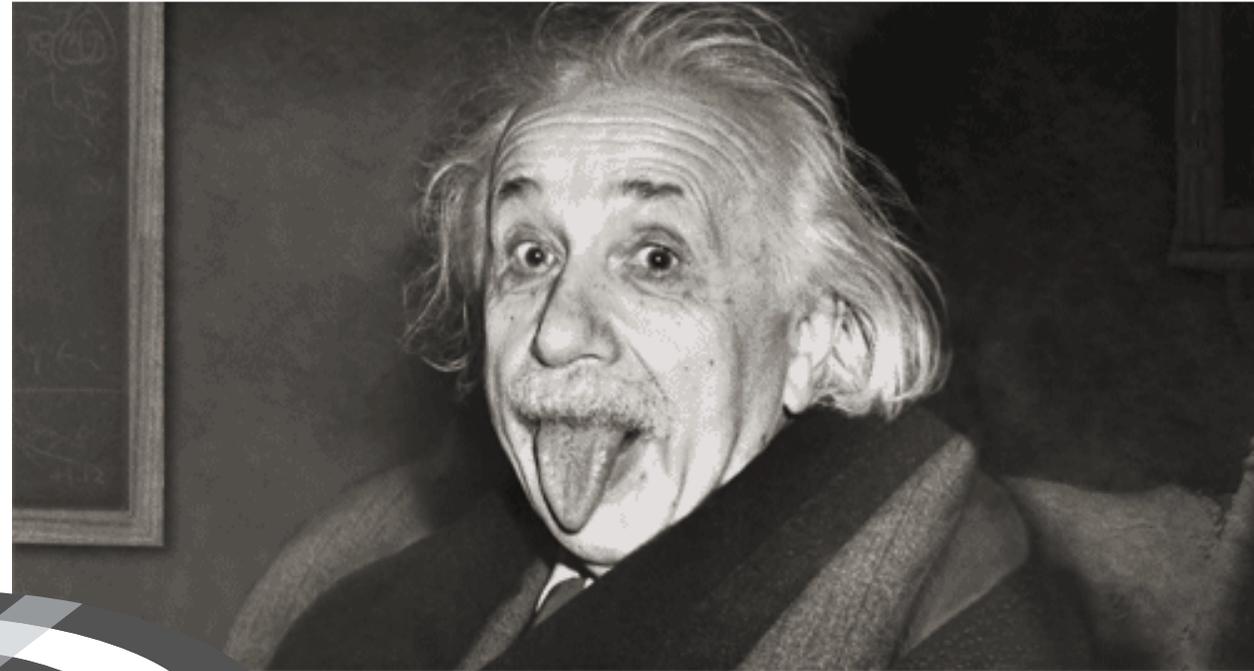
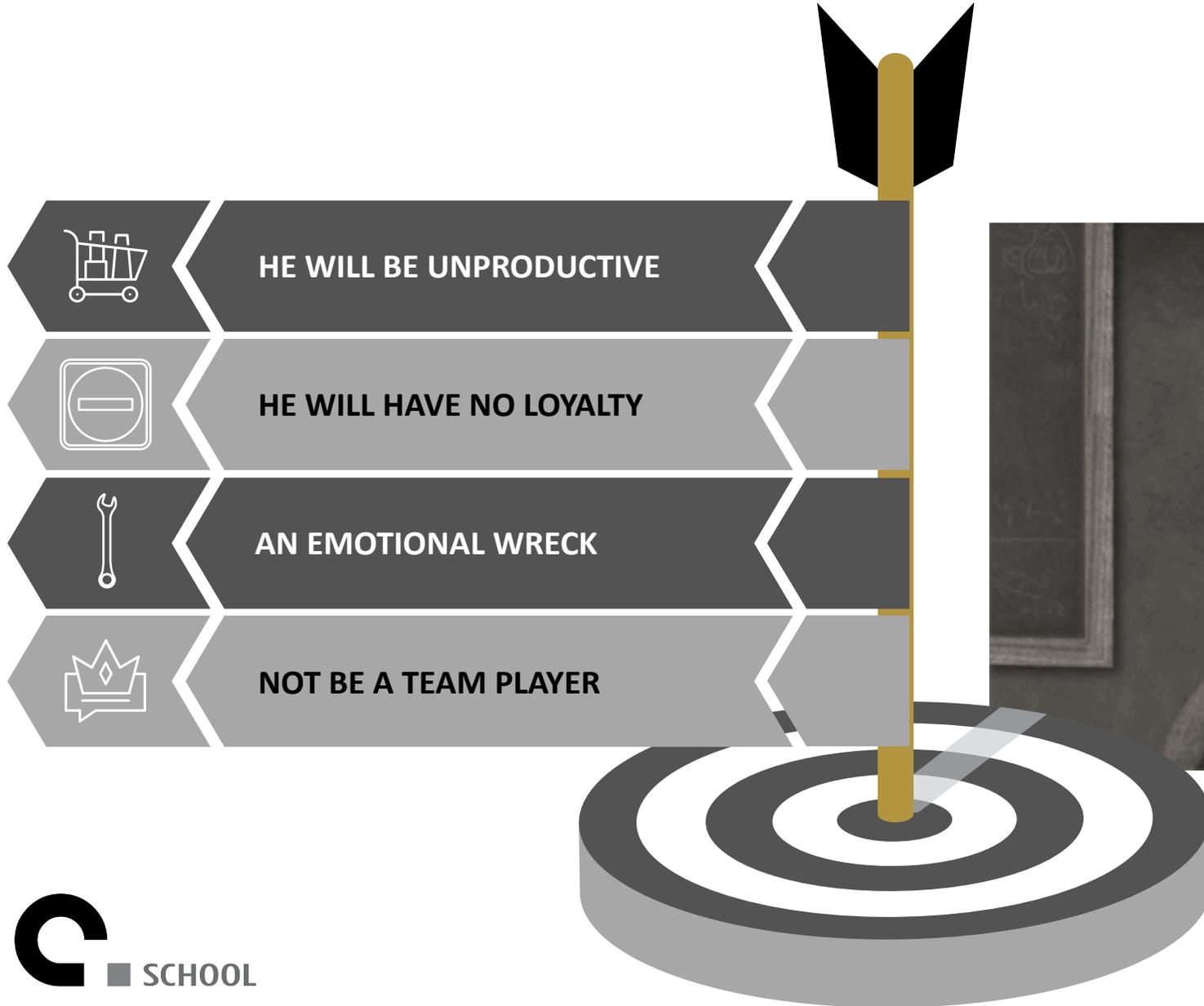


EXHIBIT 9.4 Albert Einstein questioned the existing Newtonian paradigm, which enabled him to discover the Theory of Relativity. Einstein was more of an innovator than an adaptor.

BUT IF YOU HIRED EDISON



AND IF YOU HIRED EINSTEIN



BOUNDED RATIONALITY



AVOID CATASTROPHIC CONSEQUENCES

TIME 02

KNOWLEDGE

01

DECISION

03

INFORMATION



REAL WORLD PROBLEM

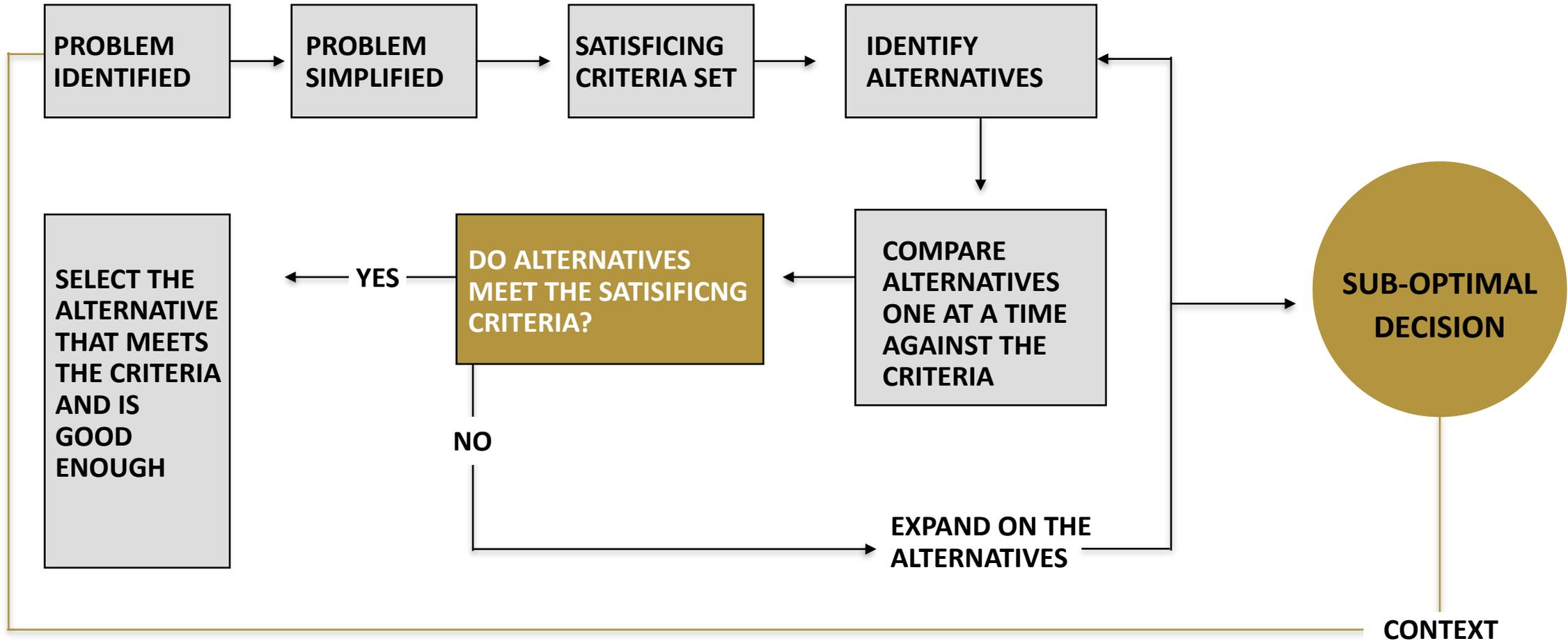
DISCOVER THE DETAILS

04 COGNITION



SATISFICE: SATISFY AND SUFFICE

SATISFICE



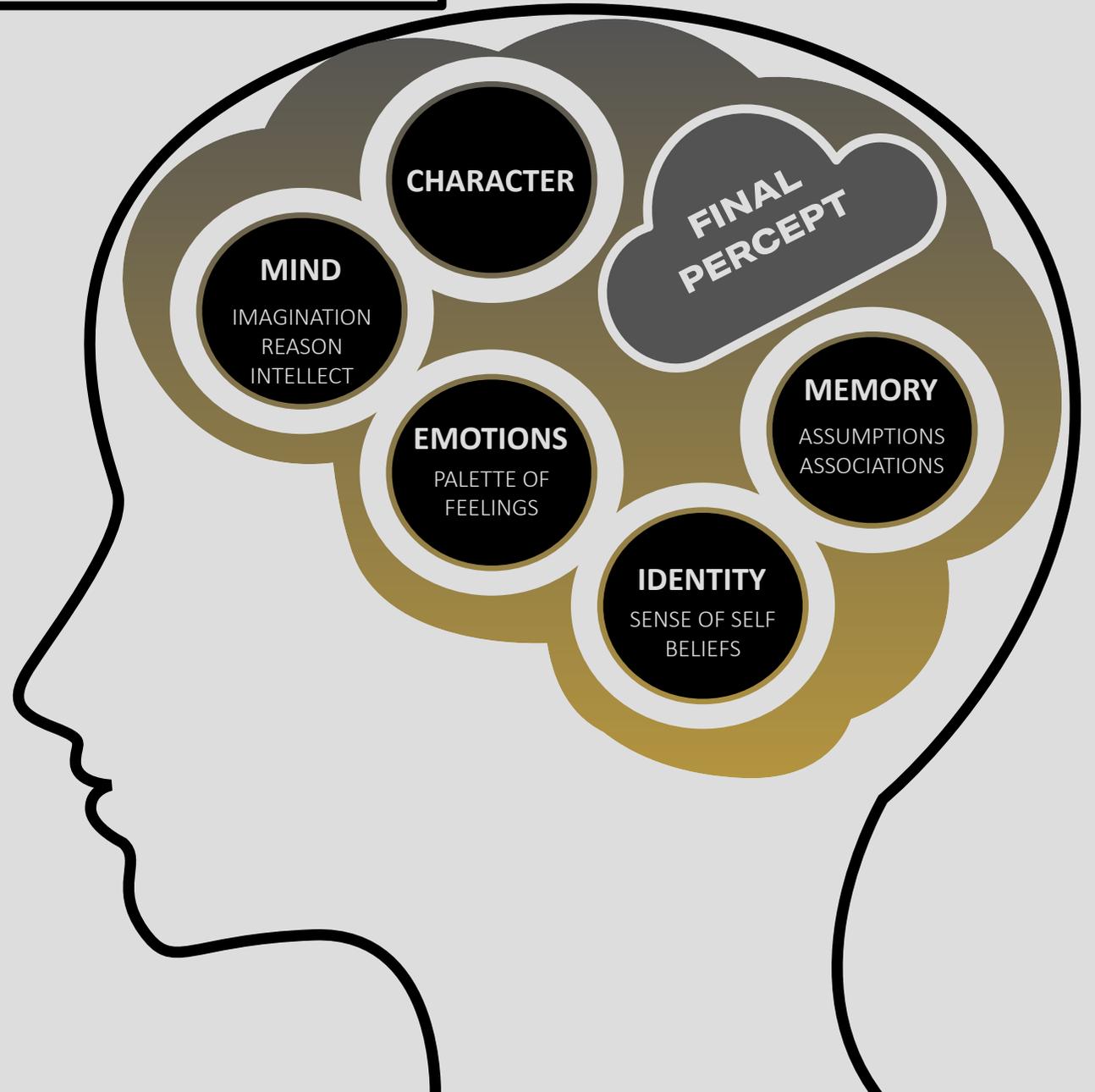
PERCEPTION

OUTERWORLD

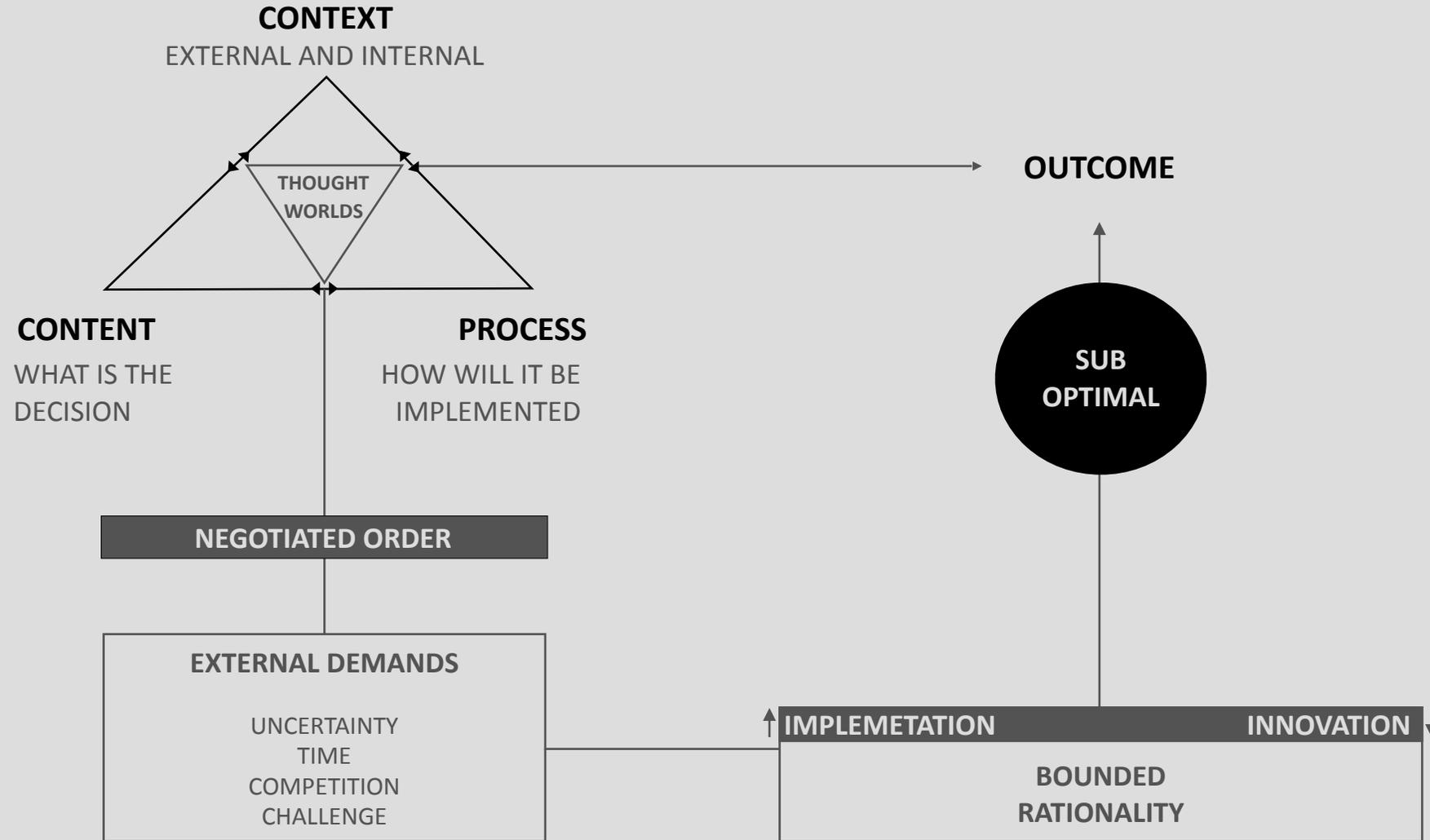


INFORMATION

STIMULI



DECISION MAKING



BOUNDED RATIONALITY



AVOID CATASTROPHIC CONSEQUENCES

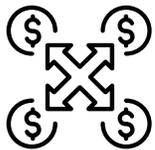
TIME 02

KNOWLEDGE

03



DISCOVER THE DETAILS



REAL WORLD PROBLEM

01

INFORMATION

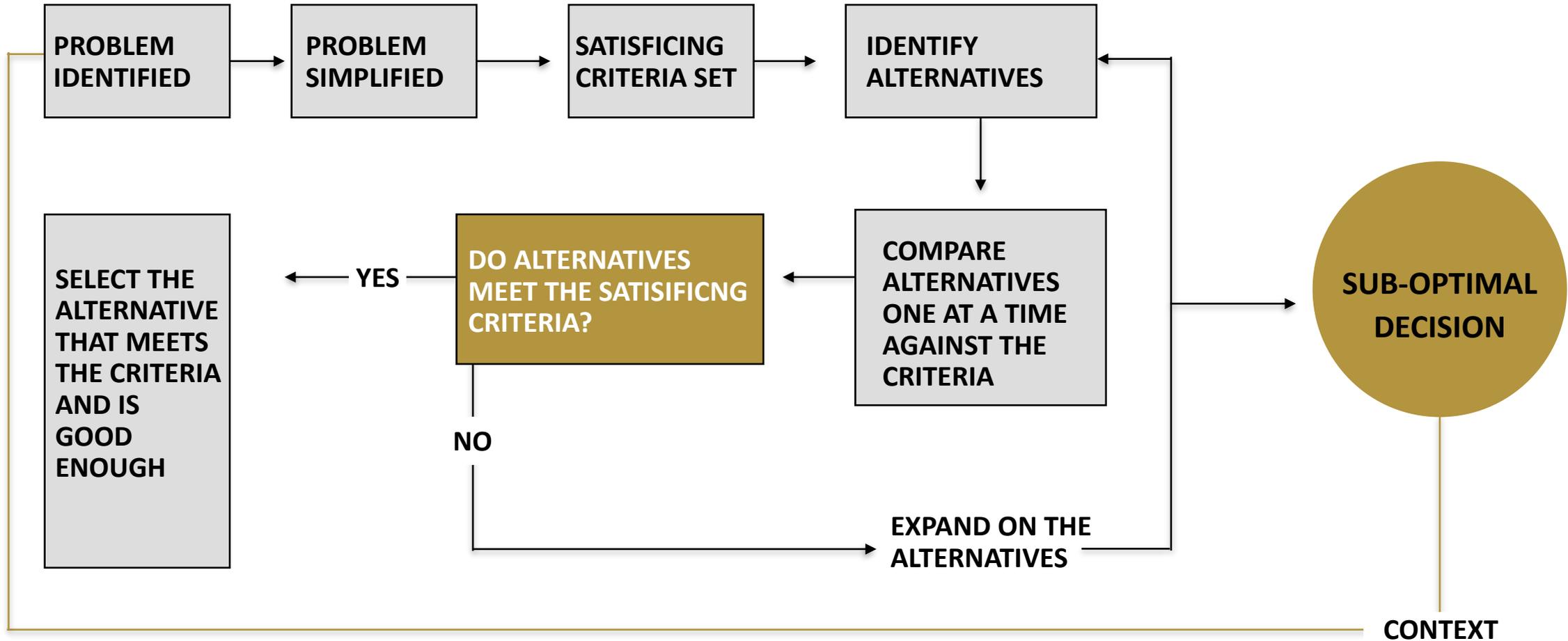
DECISION

04 COGNITION



SATISFICE: SATISFY AND SUFFICE

SATISFICE



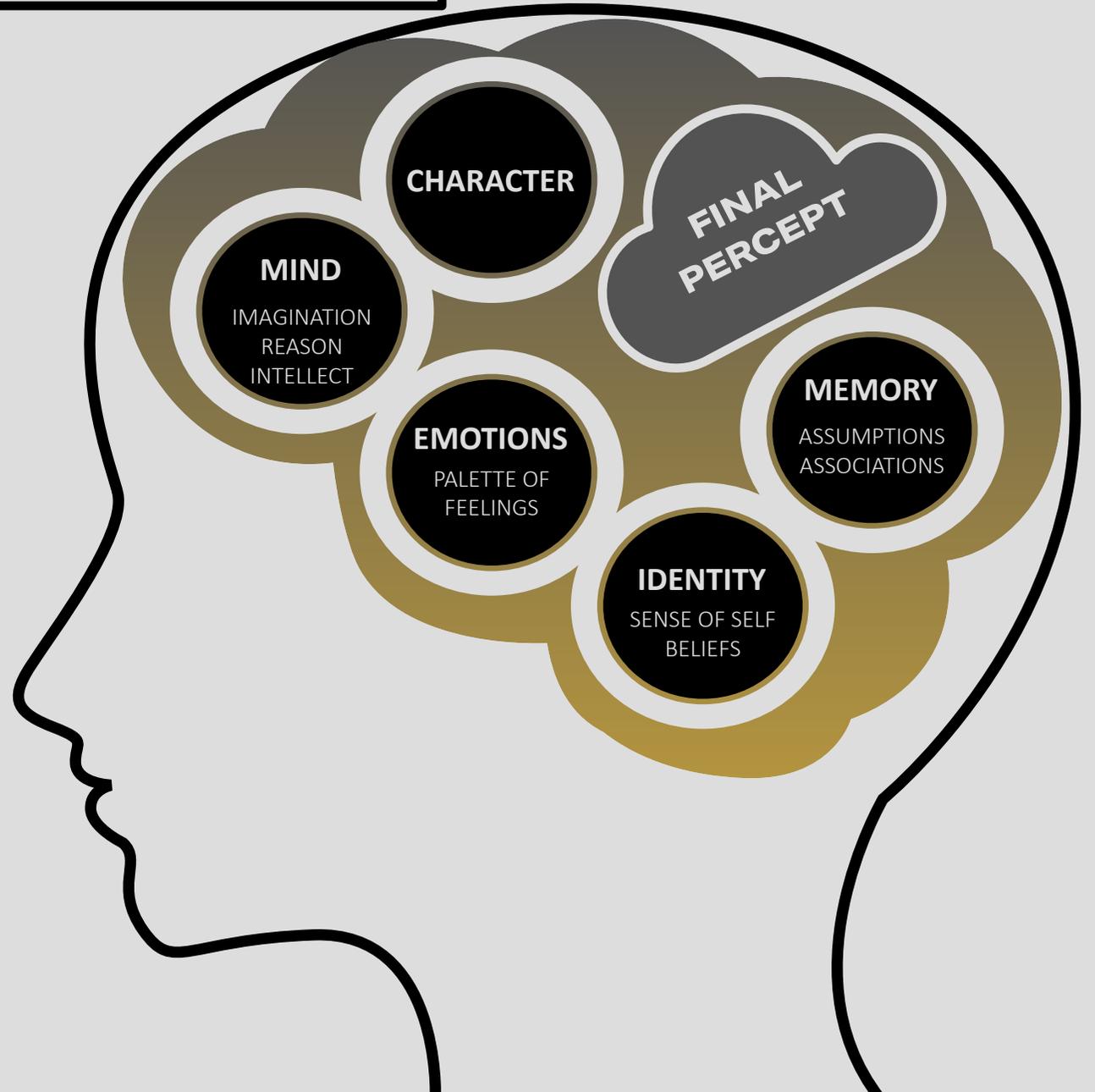
PERCEPTION

OUTERWORLD

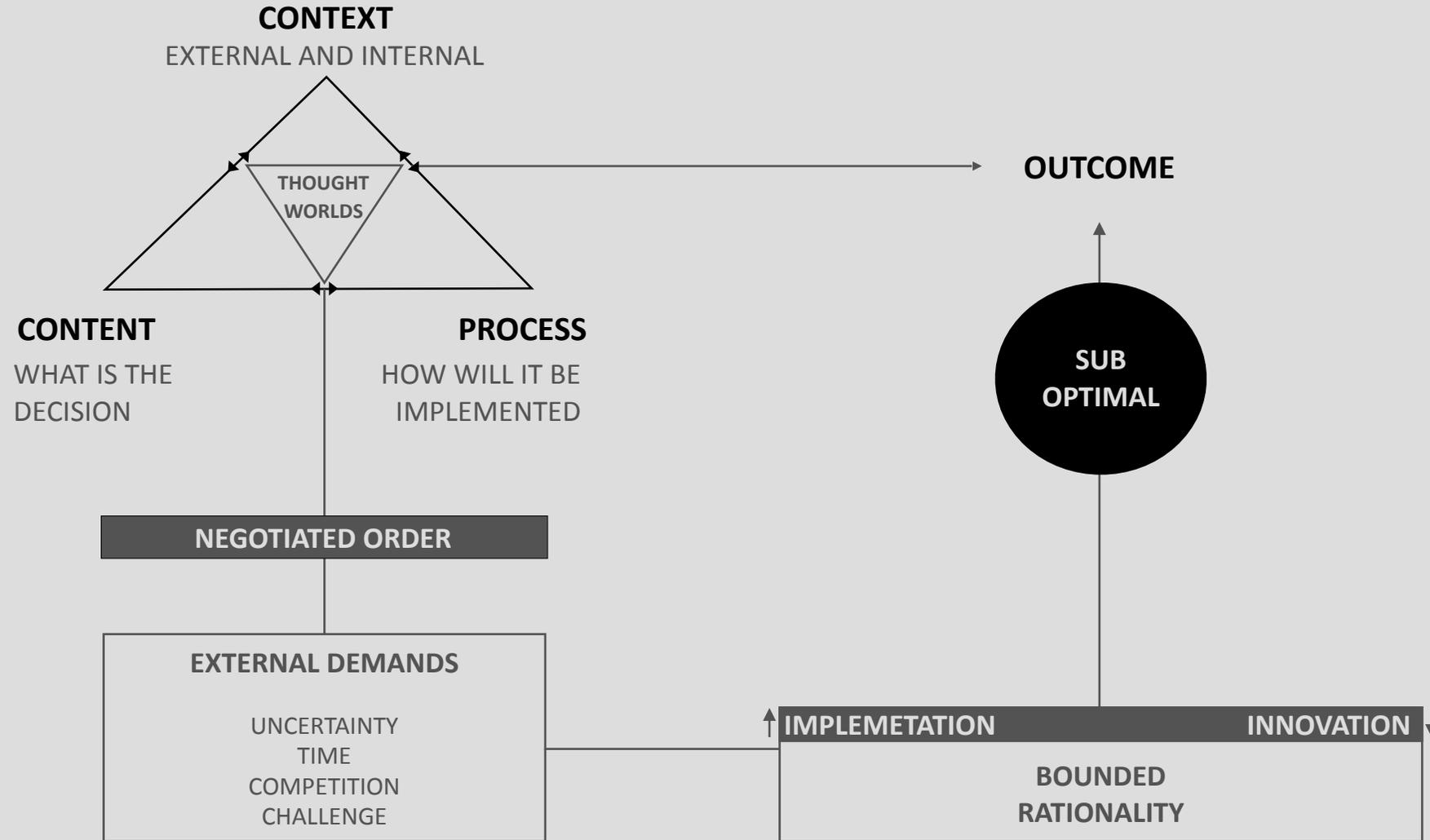


INFORMATION

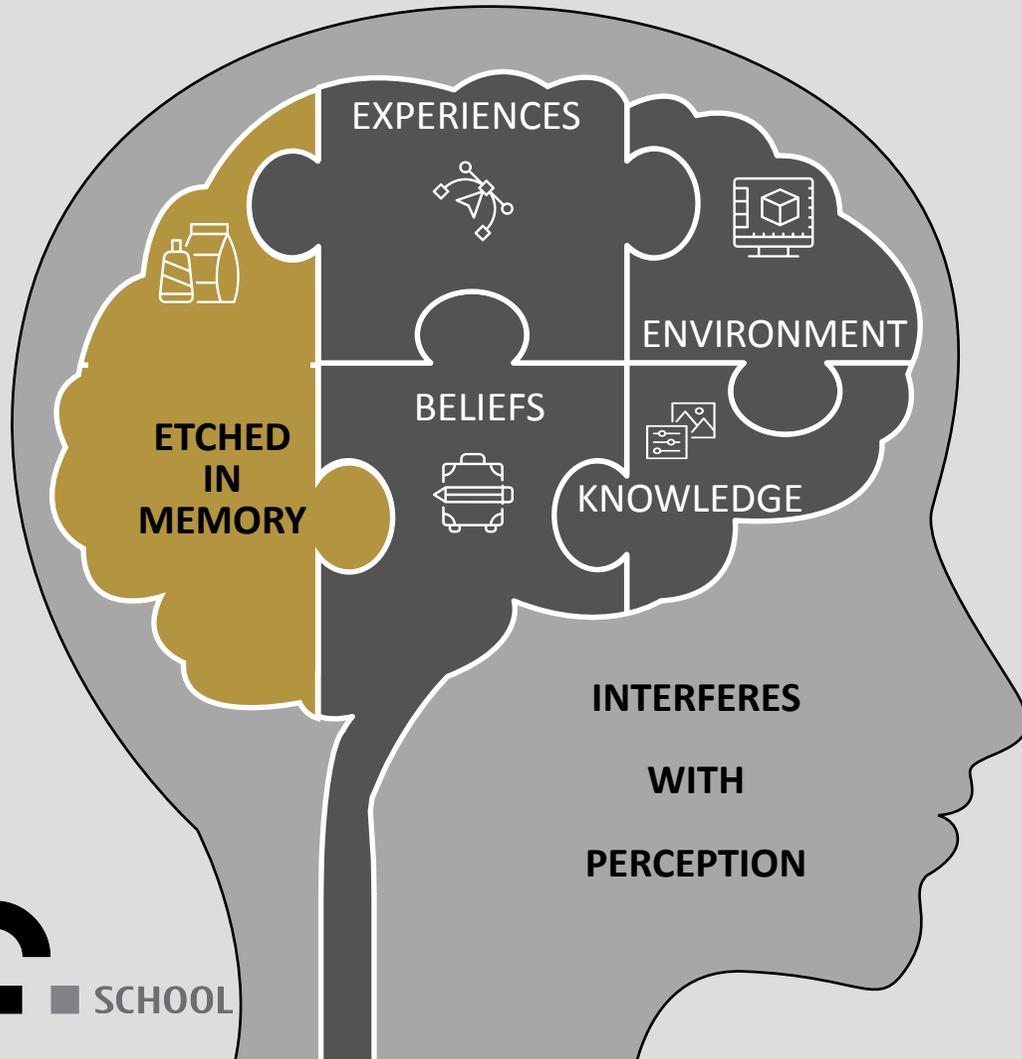
STIMULI



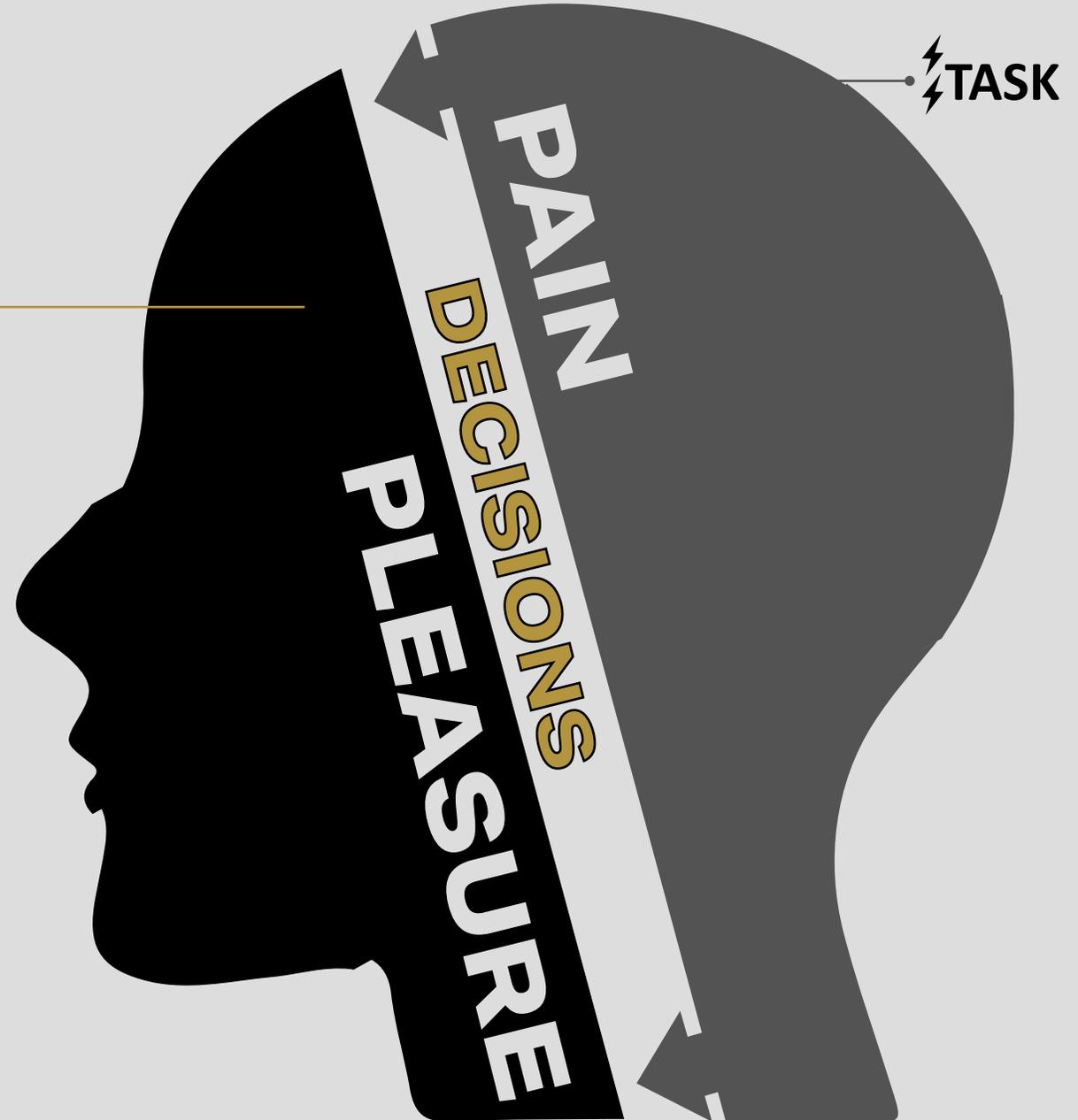
DECISION MAKING



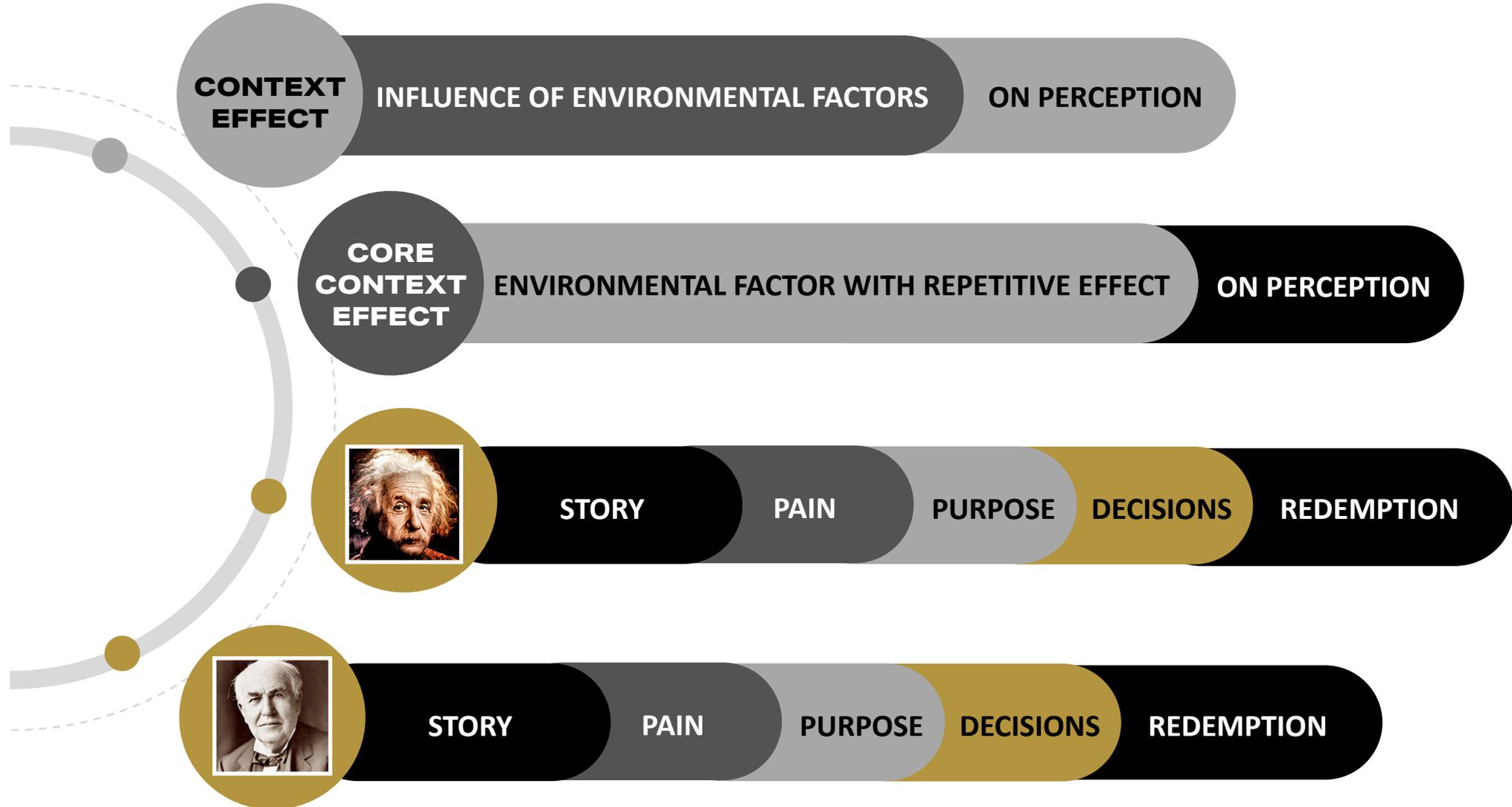
CONTEXT EFFECT



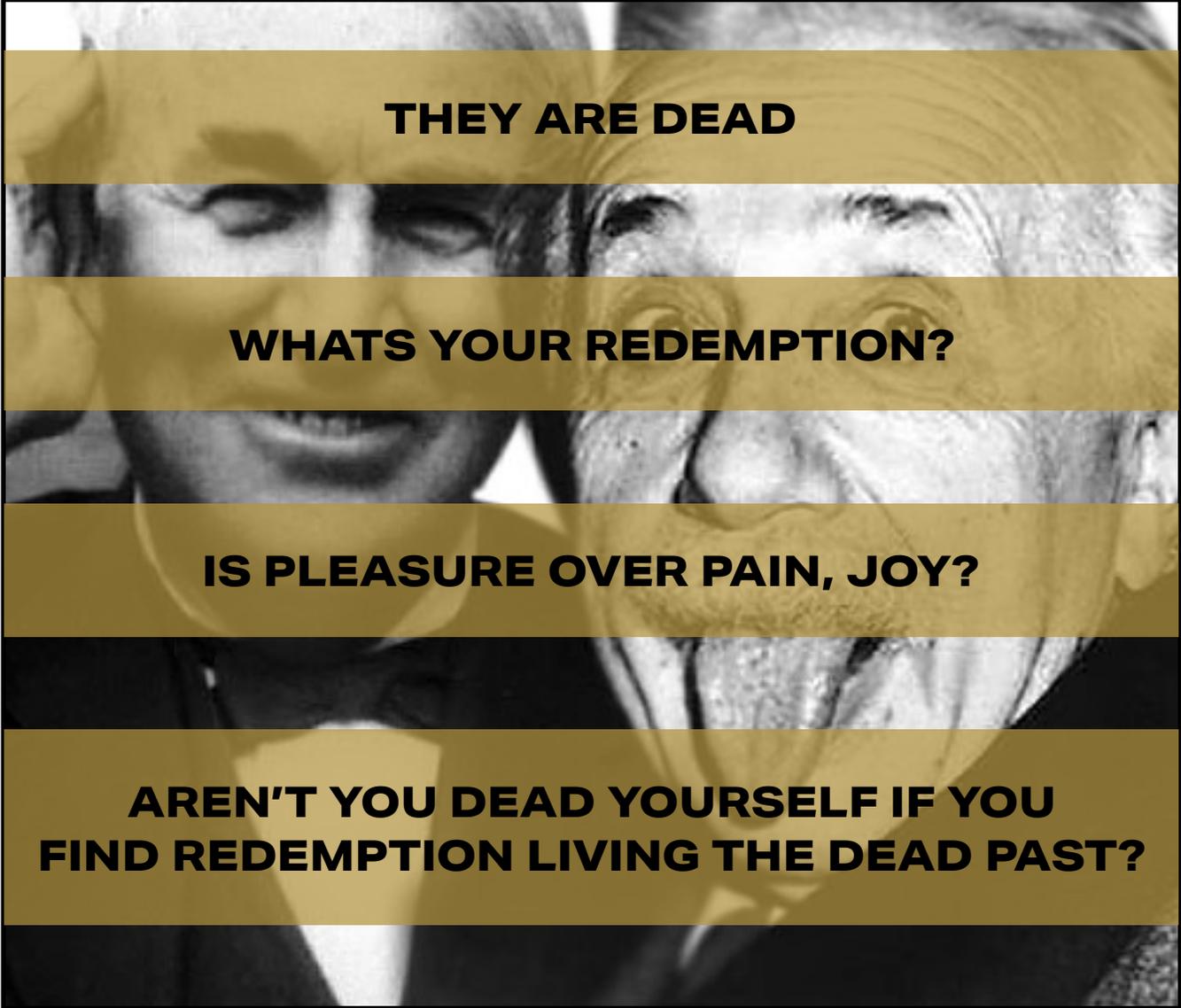
GOAL



CORE CONTEXT EFFECT



SO EDISON OR EINSTEIN?



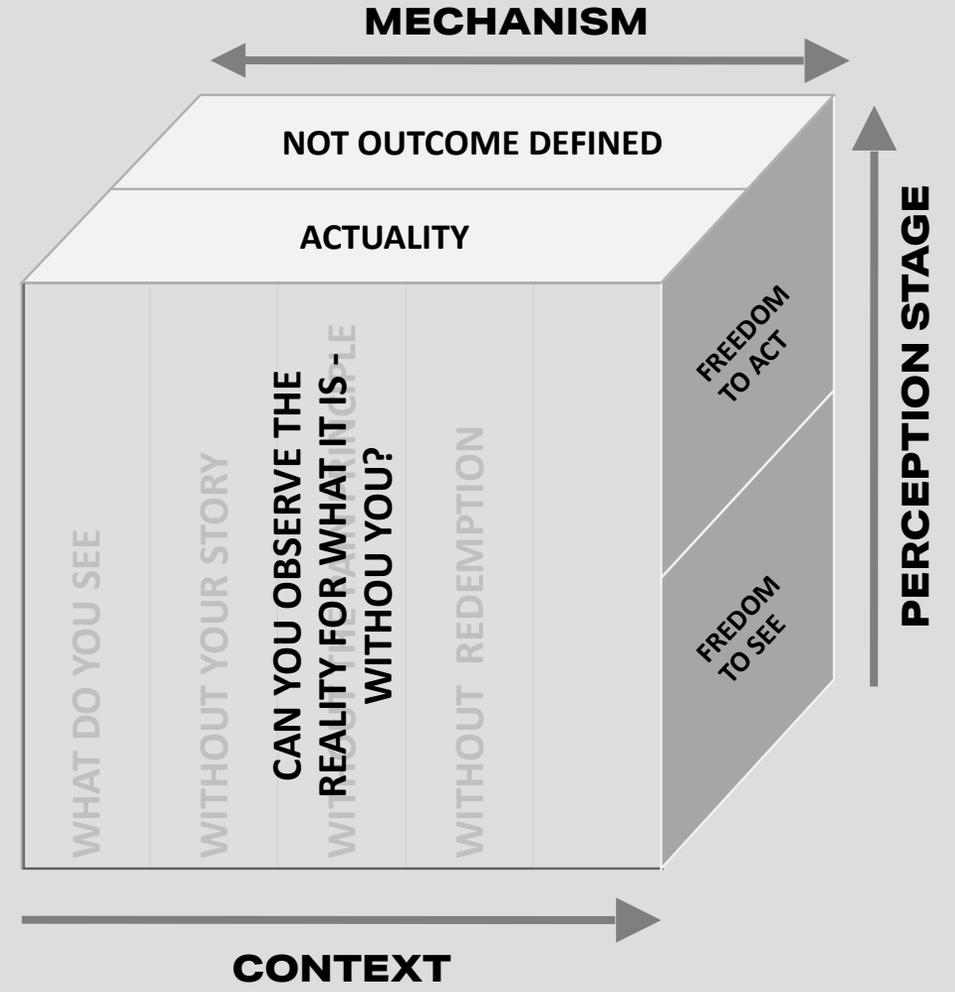
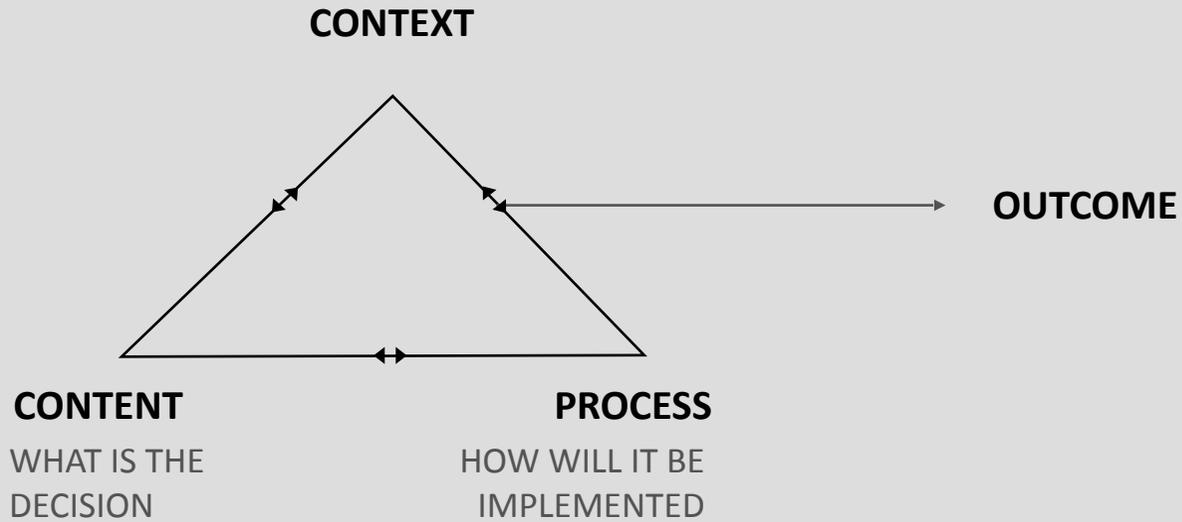
THEY ARE DEAD

WHATS YOUR REDEMPTION?

IS PLEASURE OVER PAIN, JOY?

**AREN'T YOU DEAD YOURSELF IF YOU
FIND REDEMPTION LIVING THE DEAD PAST?**

WHATS YOUR REALITY



WHATS YOUR REALITY

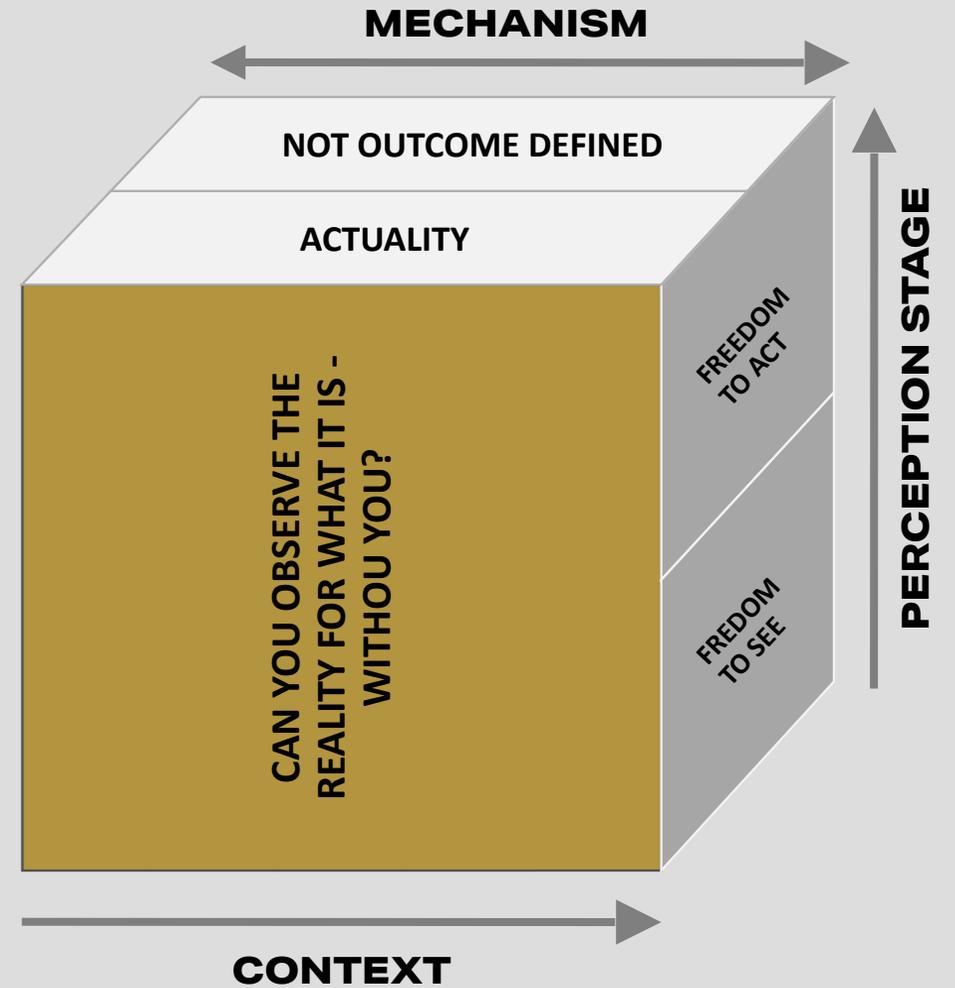
1 WHAT IS THE CRITICAL ISSUE (NON CORE CONTEXT EFFECT)?

IS THERE A NEED TO MAKE A DECISION?

IS ACTION REQUIRED?

WHO NEEDS TO MAKE THAT DECISION?

DOES IT EVEN NEED A MANAGEMENT OF PEOPLE?



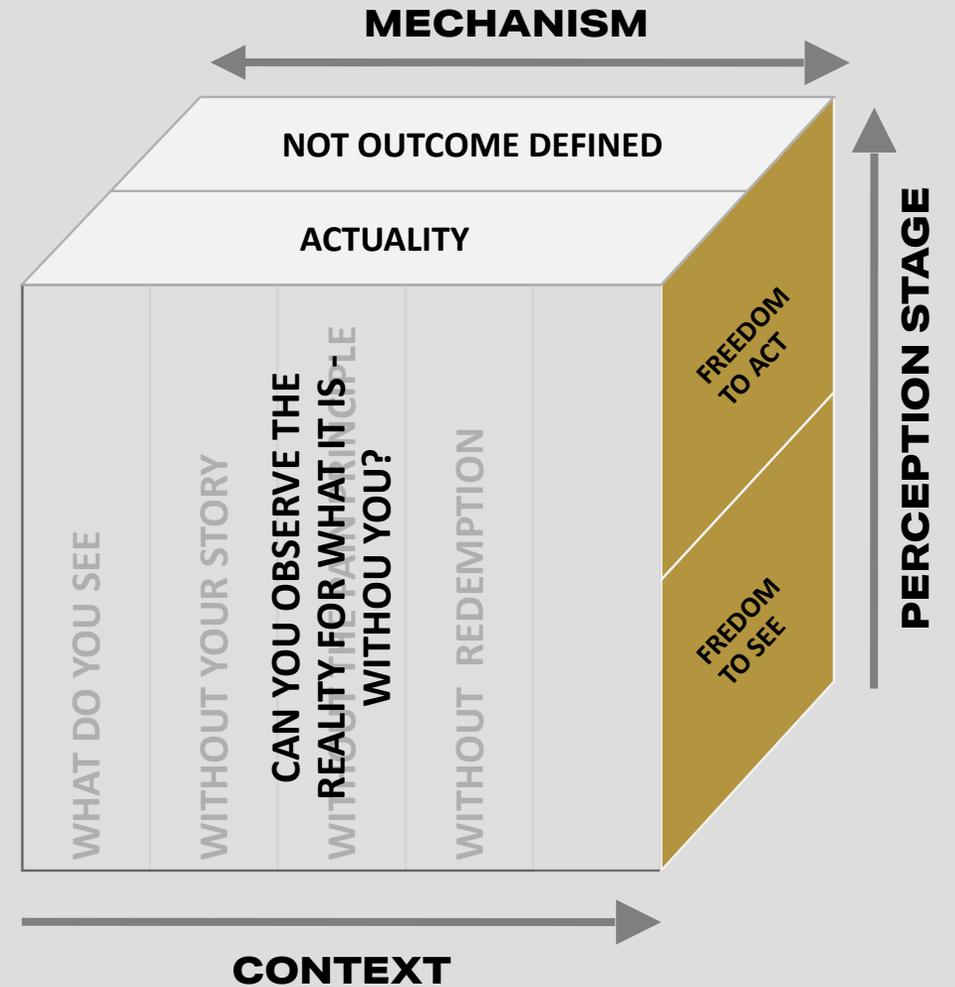
WHATS YOUR REALITY

2 DOES YOUR ENVIRONMENT SUPPORT THE RIGHT DECISIONS?

WHAT IS THE REAL ISSUE + WHAT ARE YOU TRYING TO ACCOMPLISH AND WHY?

WHAT SPECIFICATIONS MUST THE SOLUTION MEET? WHAT ARE THE MINIMUM RESULTS REQUIRED, AND WHAT COMMITMENT IS NEEDED TO ACHIEVE THEM? WHAT ARE THE RISKS?

HAVE YOU FULLY CONSIDERED THE ENTIRE RANGE OF ALTERNATIVES IN ORDER TO CHOOSE THE BEST ONE? DO YOU HAVE A CONTINGENCY PLAN?



WHATS YOUR REALITY

3 ITS A TEST OF WILL AND CHARACTER

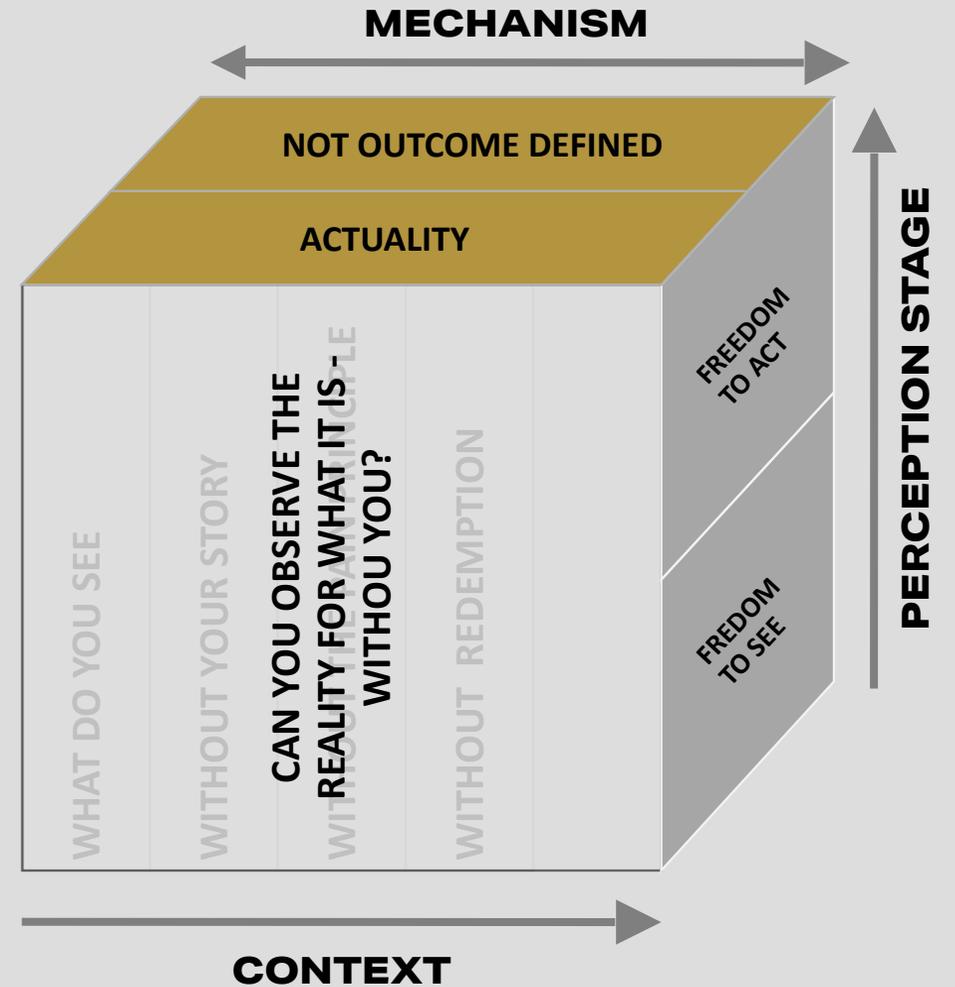
ARE YOU WILLING TO OPT FOR THE BOLDNESS?

CAN YOU MARSHAL NATURAL SUPPORT FOR YOUR DECISION WITHIN THE SYSTEM?

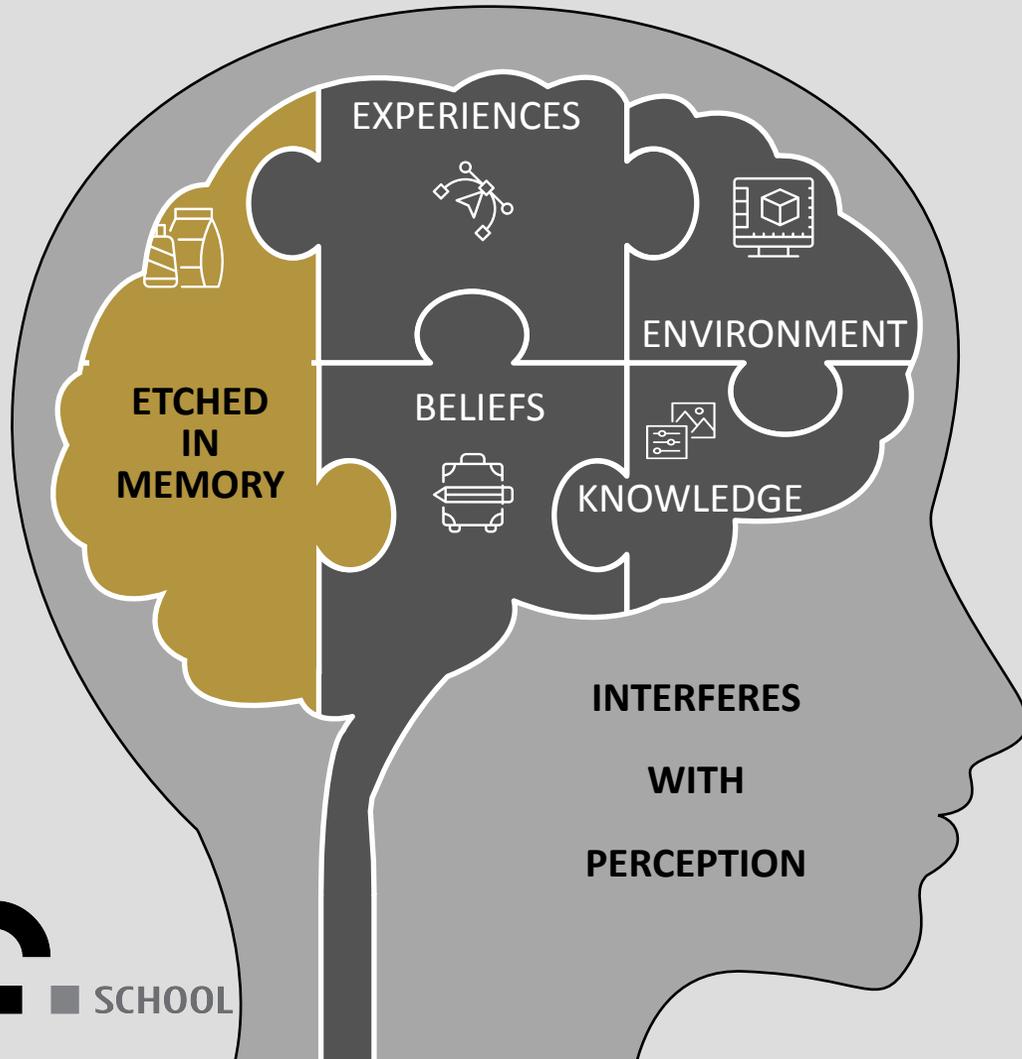
DOES YOUR NEED FOR A DECISION DEAL WITH AN ACTUALITY OR AN INTENT?

DOES THE DECISION AUTOMATICALLY CREATE ACTION?

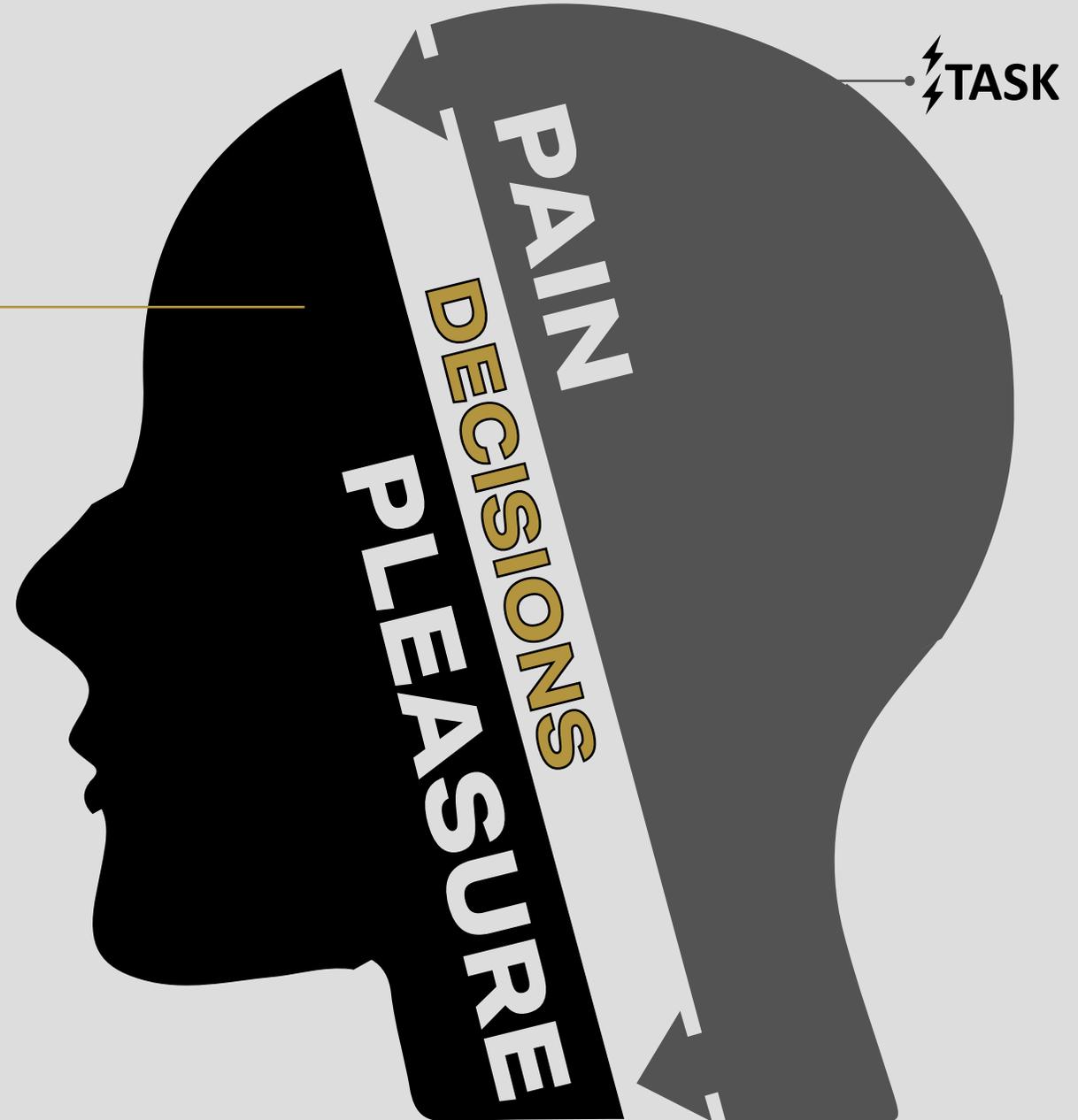
WHAT IF YOU'RE STILL WRONG. WHO TELLS YOU?

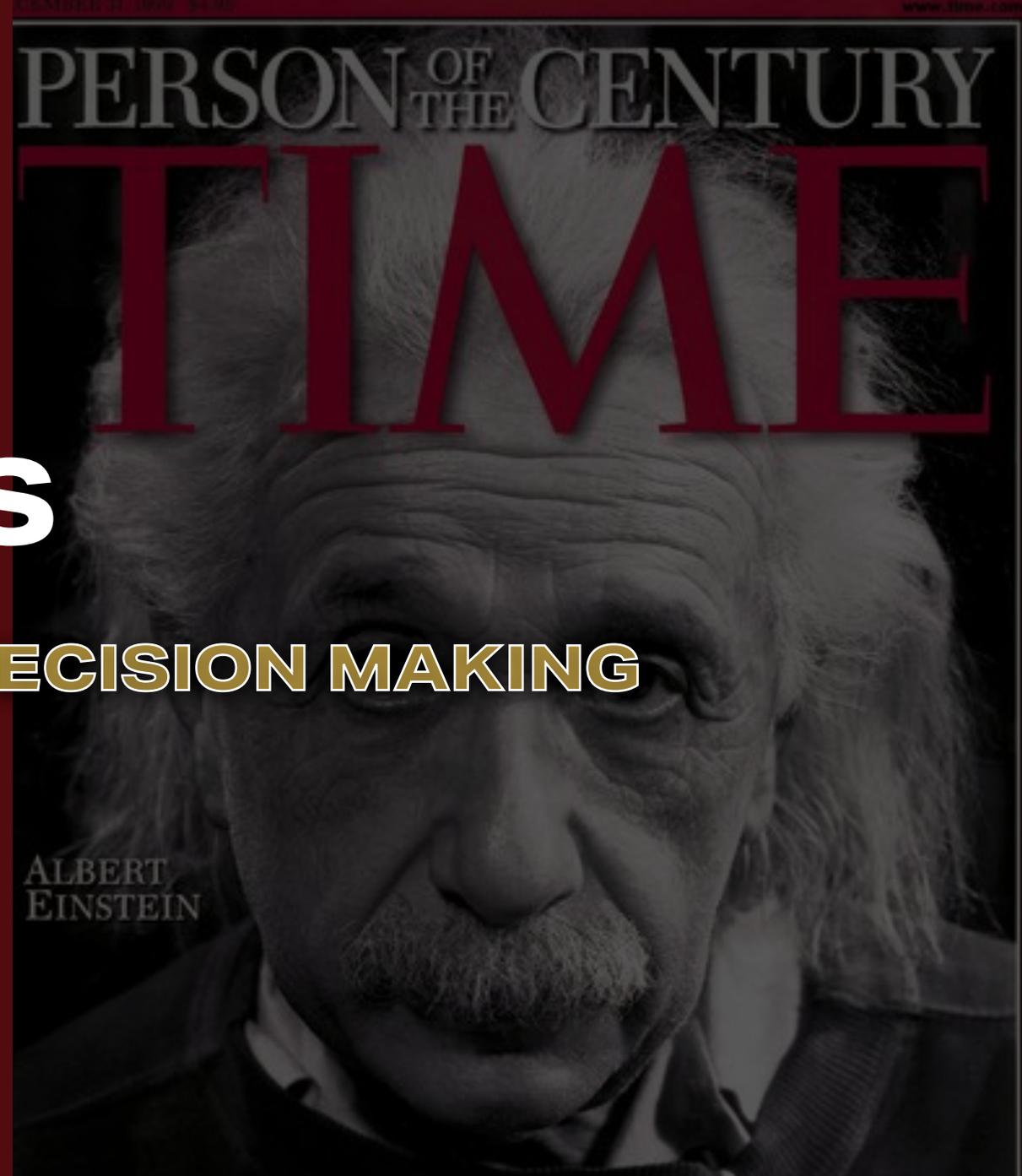


CONTEXT EFFECT



GOAL





VS

BREAKTHROUGH DECISION MAKING