

*Ok great, but*  
WHAT CAN I DO?





*Do more*  
INTERNETS





QUESTION THE FUNDAMENTAL  
BUILDING BLOCKS



A still from the movie Inception showing a crowded party scene. In the center, Leonardo DiCaprio is wearing a tuxedo and looking slightly to his left. To his right, a man with a goatee and a cigarette in his mouth is clapping. In the foreground, a man in a white shirt is seen from the back, looking towards the center. The background is filled with other guests in formal attire, some raising their hands. The word "Banking" is overlaid in large white text across the middle of the image.

# Banking





*40 opening hours  
into 168 hours / week*

**~24% UPTIME**



KINDA OBVIOUS



**OBVIOUS IN  
RETROSPECT**



**Geographic equity**

**Power equity**

**Aggregate data**

**Crowd wisdom**

**Disintermediation**









# Southern Gippsland FOODMAP





# Impossible Circumstances

By Tigerbabe (in 4 parts)

*In which “Gandalf thinks he knows  
why Legolas isn't feeling very well.”*





mopESA



THE  
**COWALITION**  
OF THE WILLING









PREDICTED PERSONALITY PROFILE

# Will Dayble

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Will thrives in an unstructured environment, loves exploring new ideas, and occasionally makes gut-driven decisions that might appear irrational.

Accuracy confidence: **95%**



We found lots of online data for Will, so we're quite sure of this.

[Where does this come from?](#)



# When speaking to Will...

Tell a few jokes

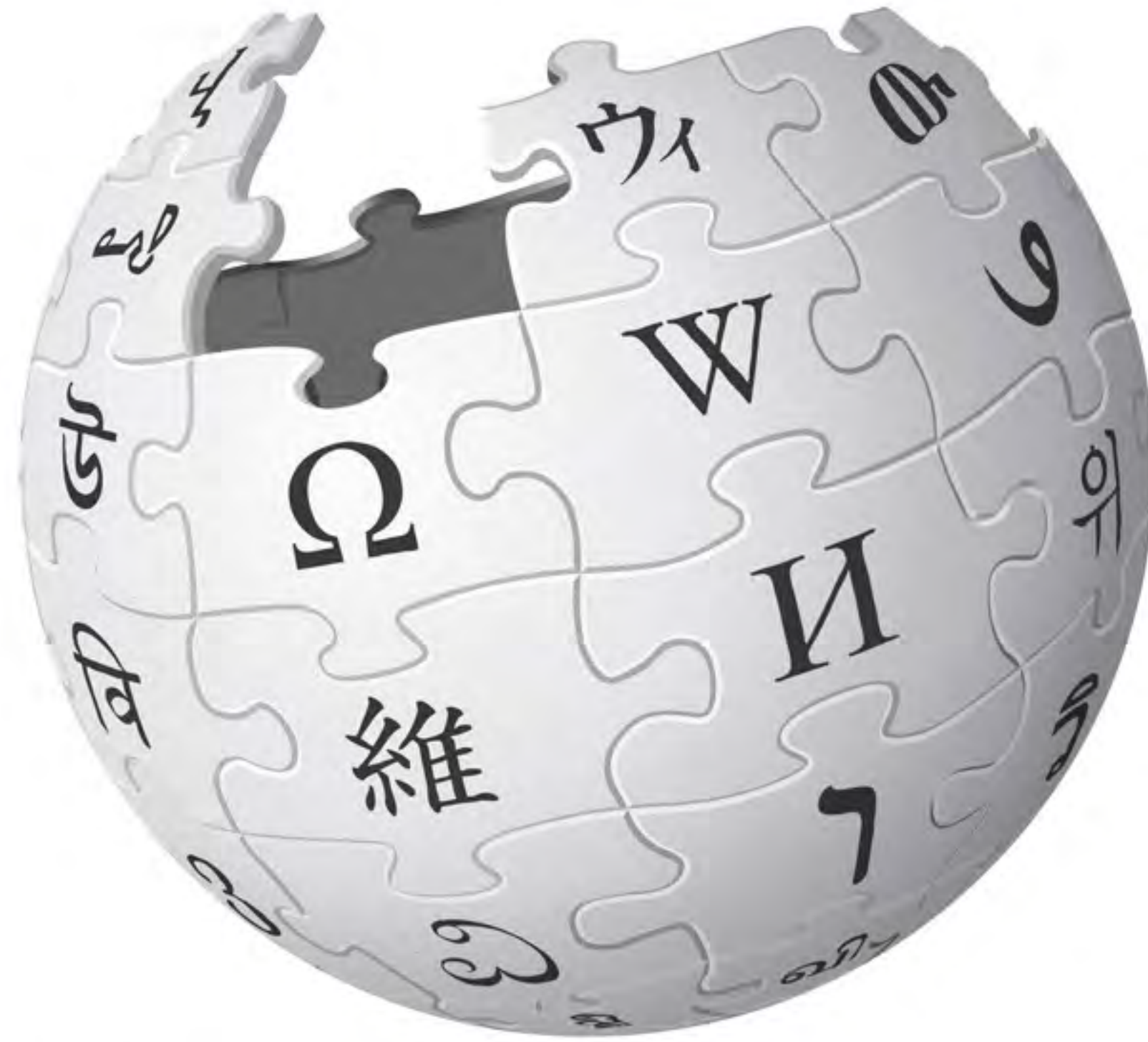
Emphasize the future

Use self-deprecating humor (don't take act like you take yourself too seriously)

Talk about abstract philosophies or ideas

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**WIKIPEDIA**  
The Free Encyclopedia





**experiment**





**airbnb**





watsi



```
f_x = importdata("https://dataclips.herokuapp.com/xgxgumjxzkzcagmgzegejyrebswx.csv?0")
```

Patients

Financials

Performance

Current strategic plan

Partners

AMHF

BCMF

CSC

CURE

Ec



# Option

**1**







*Think about ownership,*  
NOT CONTROL







**designs®**



**Jetstar**





# Option

# 2







yammer™

Co  
Cotap

 Atlassian  
HipChat

COMMUNICATION TOOLS



*Agile*

*Lean*

*UCD*

METHODOLOGIES





VS





**Do?**





Do.



*be aware of the*  
ENVIRONMENT





A group of men in dark suits, white shirts, and dark ties stand in a formation, looking forward with serious expressions. They are all wearing dark sunglasses. The background is dark and out of focus, suggesting an outdoor setting at night or in low light. The overall tone is serious and authoritative.

*Don't ask for*  
PERMISSION



A man with dark hair, wearing a dark suit, is shown in profile, looking down at a small object he is holding in his right hand. The background is dark and out of focus, suggesting an industrial or laboratory setting. The lighting is dramatic, highlighting the man's face and the object in his hand.

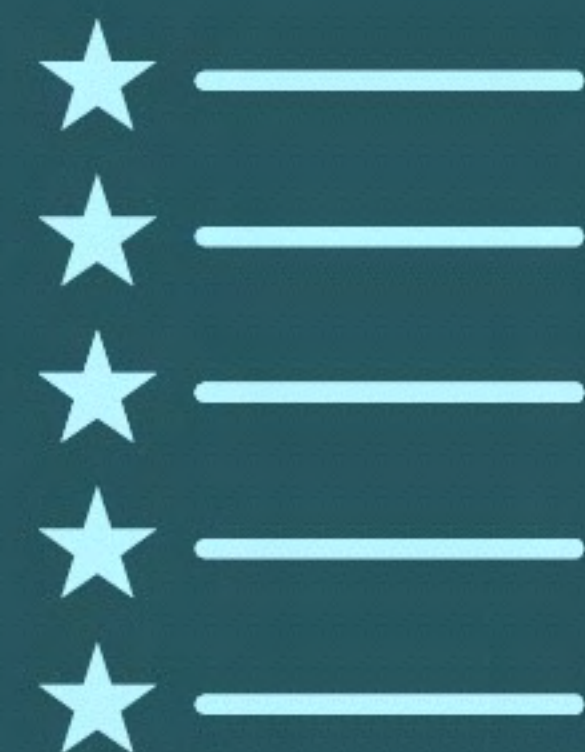
*A single prototype is worth*  
ONE THOUSAND MEETINGS



A man with a shaved head and a slight beard is looking upwards with a concerned or thoughtful expression. A large yellow balloon is positioned directly in front of his mouth, obscuring it. Several large blue balloons are in the foreground, slightly out of focus. The background is a plain, light-colored wall.

*“If your pitch doesn’t end with*  
**‘AND THE COPS CAN’T DO SHIT’**  
*your startup idea sucks.” - TOBIAS*





**Five things.**





**One thing.**





**Now.**