

POWER

*It's time we all start to think about
how we can make a difference.
Let's acknowledge that what we do
can actually make a better world.
How can we set the agenda for events
bigger than our everyday lives?
We believe all people, from all fields,
have the power to make an impact
- a techie just as much as a truck
driver. Put on your shiny tights.
Let's see what good you can do
with your power.*

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ORIGINAL TEXT:

It's time that we all start to think of how we can make difference. How we can set the agenda for events bigger than our everyday lives and acknowledge that what we do actually change things in the world. We believe this is true for media people as well as nurses and executives.

DISRUPTION

It goes like this: step by step or side step after side step. Repeat little by little until it's HELLO new world! Disruption is a dance, led by people who follow their own beat to completely change the way an industry or society functions. We believe disruption can be positive, when it comes to everyday business life as well as making a better world for future generations. Put on your dancing shoes. Let's shake things up.

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ORIGINAL TEXT:

Little by little, step by step. Or. Side step, side step and hello new world. People that go their own way are able to completely change the way an industry or our society functions. Fascinating. We believe this is true when it comes to the everyday business life as well as making the world a better place for the next generation.

LIES

It seems like everyone in society is focused on what happens in the next quarter. It's rare to hear an imaginative idea of how things should be 10 or 20 years from now. Visionaries have it tough in our fact-driven, I-can-Google-that society, where everything must be fully proven. Maybe we should all embrace fiction and tell a lie or two, talking about our visions in bits and pieces. People will understand without getting caught up in the details—so they'll see the bigger picture. We believe the world needs more visionary liars to lead the way. Put on your fake mustache. Let's tell some lies.

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ORIGINAL TEXT:

In our society everybody seems focused on what happens the next quarter. It's rare to hear somebody imaging and envisioning how something should be in 10 or 20 years from now. Visionaries have a hard time today in our fact driven society, where everything needs to fully provable. Maybe the way to go is for us all to talk about our visions in bits and pieces, to get people to understand the small picture and only eventually to see the bigger vision. We believe the world needs more visionary liars that can lead the way.