On the first iPhonebook, Bad Philosophy …

Peter Dale, CEO of Volgren, Australia’s largest bus manufacturer.
‘I just had another read of your new book, Bad Philosophy, on my iPhone. It’s truly such a great concept. Easy to read, punchy and fresh! Congratulations.’

Sir Gus Nossal AC FRS, Chairman of the Gates Foundation’s Discovery Expert Group.
‘I like its simplicity and its directness. I like the facets of humour. I like the design which makes it so easy to read.’

Andrew Bassat, CEO and co-founder of SEEK.
‘I’ve gone through it on my phone as suggested. A lot of interesting thoughts.’

Professor David Penington AC, former Vice-Chancellor, University of Melbourne.
‘A commendably ‘sharp’ and pointed document. Easy to read.’

‘So exciting. If we could de-operationalise bad philosophy (in the same way we avoid viruses and addictions) we would abound with a lot of extra energy for fun and work-life balance.’

Professor German Spangenberg, Executive Director of AgriBio Victoria.
‘I loved it! I couldn’t stop opening the file and reading it to the end on my iPad!’
Introduction
I invented the *iphonebook* because I now spend so much time looking at the screen of my iPhone ... and probably so do you.
The main design features of the iPhonebook are convenience and access.

These books are easy to read and easy to loan.
My iphonebooks are convenient because they’re much shorter books with less words per page and so they are a quick read on your iphone screen.

They’re easy to loan and pass on by email to family, friends and colleagues.

They also have the virtue of being free!
Part One

Aristotle’s Boxes
The most difficult feat of human thinking is to escape from the box of our own logic.
Escaping from our box can be so difficult that most people simply cannot do it most of the time.

For some thinkers it can take ten years or more to escape from their thinking box.

Others can take a lifetime.

There are those who never do.

Bad Philosophy!
The skill of thought leadership is to think outside your own box.

It’s to separate box thinking from reality.

This is the very physics of thinking.

The escape from the box is good philosophy.
Who invented box thinking?

Box Thinking was invented around 2500 years ago.

The inventor was Aristotle.

He was a greek thinker who studied under Plato for twenty years.
Box Thinking is a method of thinking that relies on words.

It needs the certainty of words to work.

It’s logical.

It’s bad philosophy.
Box thinking uses words as labels. It uses these labels to sort everything into the ‘correct’ boxes.
To cope with the chaotic jumble of everyday reality and the harsh indifferent randomness of events ARISTOTELIAN BOXES are created and verbal thoughts are labelled and then put in the matching box.

Bad Philosophy.
For example, Aristotle took the random thing of GOVERNMENT and he boxed it into ordered categories:

CONSTITUTIONAL,
TYRRANICAL,
MONARCHY,
ARISTOCRACY,
OLIGARCHY,
DEMOCRACY.
Even today in Australia people are still discussing which Aristotelian box to choose from: monarchy or republic?

Bad Philosophy!

It's as if they were the only options.
Aristotle loved his boxes. He was quite anal about everything. He craved order.

In Aristotle’s Lyceum everything was covered by rules, rules, rules.

The living arrangements, the study courses, the timetables were all dominated by rules and regulations.

Bad philosophy.
For Aristotle, just thinking was not good enough.

No, you had to do box thinking. You had to think logically.

Logic is narrowly obsessed with hunting down contradictions.

In logic, a thing cannot be in box A and box NOT-A at the same time.

No, it must be sorted and classified into the ‘correct’ box.

Bad Philosophy.
To make more boxes Aristotle got busy breaking everything up into subjects like: politics, ethics, rhetoric (speech-making), metaphysics, physics, biology, meteorology etc.
Finally, he developed his very own thinking software called LOGIC.

Aristotle invented a real thinking app called the syllogism.

In earlier books I have called it Aristotle’s Silly Syllogism.

Why?

Because it lacks wisdom and common-sense.
His mentor Plato had already invented the idea of ‘truth’ and so Aristotle became a passionate and obsessive truth freak.

His syllogism starts with a local truth. Then the thinker simply matches up items that come along and ... ca-ching ... out comes the conclusion.

Simple really.
And very silly.
First example:

Local truth: swans are white

Item: This is a swan

Logical conclusion: Therefore it is white
Second example:

Local Truth
Salespeople tell lies

Item:
Amy is a salesperson

Logical Conclusion:
Therefore Amy is lying
Third example:

**TRUTH:**
Our church is the right church

**ITEM:**
You are not a member

**LOGICAL CONCLUSION:**
Therefore you are wrong

(This was the logic of the French and Spanish Inquisitions)
Fourth example:

Local Truth:
The earth is flat

Item:
Flatness has an edge

Logical Conclusion:
Therefore you will fall off the edge if you go too far from the shore
Fifth example:

LOCAL TRUTH:
The President is the law

ITEM:
The President did something

LOGICAL CONCLUSION:
Therefore it is legal

(This was Nixon’s logic box.)
Sixth example:

TRUTH:  
A boss’s opinion is best

ITEM:  
You are not a boss

LOGICAL CONCLUSION:  
So when we want your opinion we’ll give it to you

Bad Philosophy.
Aristotle was a human filing cabinet. He loved mail-sorting. This goes here and that goes there.

He yearned for the order that his classifications brought to his ideas and his thoughts.

He assumed that the same order that he found he could impose on words and language could also be imposed on the real world.

Many have made the same mistake.
Aristotle’s cognitive operating system, *logic*, has dominated Western education for too long.

How come we still think this way 2500 years after Aristotle joined Socrates and Plato on Mount Olympus?

How come this ancient brain software has survived so long?

Who kept it alive?

Who spread it around?

Who programmed it into your brain?
Of course, it really does have to be said that Aristotle made a great contribution to thinking that was needed in his time.

He was no villain.

My aim is to point out how the use of logic has been subsequently and often ruthlessly imposed by authorities, and vested institutions over 2500 years.
Well now, when it came to the spreading of Aristotle’s Logic Thinking Software, no one was more successful than the Neapolitan nobleman, Thomas Aquinas.

In the mid 13th century, Thomas discovered a new translation of Aristotle, from the Greek, and set out to synthesize Aristotelian ideas in such a way that it was useful for defending ‘The Truth’.
‘The Truth’, proclaimed Thomas, was the teachings of the Church. His church.

As it happened, Thomas’ Church was already an information monopoly.

All European universities had been established and were run by the Church with its head office in Rome.
The Vatican literally owned all of knowledge and was busily packaging the content and exporting its proprietary education system globally.

The powerful but flawed thinking software, logic, was the cognitive operating system that was embedded in this education enterprise.

This was thanks to Thomas Aquinas also known as the ‘Angellic Doctor’ of the church.
This global educational enterprise amounted to programming brains with what the church taught – verbatim – and repeating it back again... without error!

Logic, as we have seen, is very good at hunting down contradictions or ‘mistakes’.
Scholarship was reduced to mere defense of Vatican teachings, which were known collectively as – ‘The Truth’.
In Thomist Aristotelian neuroware, the logic operating system worked like this:

**LOCAL TRUTH:**
Vatican teachings are ‘The Truth’.

**ITEM:**
Using logic to match things up we ask:
Does ITEM match TRUTH?

**LOGICAL CONCLUSION:**
If YES, then it’s RIGHT. If NO, then it’s WRONG.

**Bad Philosophy.**
Thomist Aristotelian doctrine could show up any contradictions.

It could show if a point-of-view did not exactly match ‘The Truth’ and therefore it was heresy.

Cut out their tongues!
Crank up the rack!
Get the branding iron!
Off to the stake!

The logical work of The Inquisition still sends shivers up my spine.
Since Aquinas imbedded Aristotlian logic into the Vatican education system, Greco-Roman Logic (GRL) has become the main thinking software of Western civilization, wherever it has been exported.

‘The Truth’ (embedded with GRL) was proselytised to all corners of the earth with missionary zeal.

In fact, the Western education system may well be Europe’s most successful export ever.
Australia is a good example. Although geographically in South East Asia, Australia has culturally been part of Europe for the past 200 years.

At that time, along with rabbits, the Western education system was exported into Australia.

It went viral!
Even today we still send very young children to school and infect their brains with Greco-Roman logic.

We still tell children that life simplistically is to be sorted into RIGHT and WRONG.

And all they have to do is avoid ‘mistakes’ and contradictions and to get the RIGHT answer.

And all will be OK.
But things are changing in Rome.

The wise and generous lateral thinker, Pope Francis, says:

"Proselytism is solemn nonsense, it makes no sense. We need to get to know each other, listen to each other and improve our knowledge of the world around us."

Good philosophy.
things are changing in Australia, too.

Since World War II Australia has become less Eurocentric and more Euro-Asian.

Today, Australia is a multi-cultural society.

Accordingly, medieval ‘unique rightness’ has become a far less useful cognitive asset to young Australians than ‘curiosity and diversity’.
Today, Aussie kids are less interested in defending sharp medieval European truths and more interested in designing new fuzzy Aussie truths that are useful and relevant to life in the Third Millennium.

Good Philosophy.
Part Two

How To Escape
x10 Thinking is:

- A powerful lateral thinking tool
- A corporate service that is 100% online
- A bottom up approach that liberates innovation
We can now turn on The Switch.

Switch!

From FLAT earth To ROUND earth.

just like Columbus.

The Switch is the Universal Brain Software known as cvs2bvs.
The Switch is the simplest and fastest key to better thinking.

cvs2bvs is a powerful perception switch.

It’s also popularly known worldwide, as CVS TO BVS.
cvs2bvs allows you, the brainuser, to think outside the box.

Outside your box.

The Universal Brain Software also allows the brainuser to switch from one parallel universe to another.

It empowers you to explore the cognos, the multiverse of thinking.
Just flip the Switch!

cvs2bvs

The Universal Brain Software

CURRENT VIEW SITUATION TO BETTER VIEW SITUATION

CURRENT VIEW SITUATION TO BETTER VIEW SITUATION

CURRENT VIEW SITUATION TO BETTER VIEW SITUATION

CURRENT VIEW SITUATION TO BETTER VIEW SITUATION

CURRENT VIEW SITUATION TO BETTER VIEW SITUATION

CURRENT VIEW SITUATION TO BETTER VIEW SITUATION
cvs2bvs is the School of Thinking’s premium brain software presented to you in this book.

The brain software is represented by the code:

cvs to bvs

or
cvs2bvs.
CVS TO BVS is also the most powerful brain software and is necessarily so.

CVS TO BVS works well in both animal and machine brains.

You can teach cvs2bvs to your puppy, your toddler or your laptop.

It’s all up to you.
In humans, for example, cvs2bvs enables the brainuser to upgrade from Greco-Roman logic, the current and traditional thinking software.

The cvs2bvs switch enables you to change cognitive patterns on command.
cvs2bvs allows you, when innovation is necessary, to go beyond critical, judgmental Greco-Roman thinking.

From CVS to BVS.

It launches you out of your own logic box.

cvs2bvs is an app for human intelligence.
For over 30 years cvs2bvs has been used by princes, presidents and prime-ministers around the world.

By Olympic champions, scientists, soldiers, salesmen, parents, teenagers and kids.
Jack Welch, Chairman of General Electric, was the most high-profile business advocate in the US in the 80s.

Jack said, ‘I would love to have a management team that really understood the “value added” role in the management process’. Good philosophy.
More than 500 years ago one of history’s greatest ever lateral thinkers, Christopher Columbus, set sail.

The Talavera Commission had reported to Queen Isabella on Columbus’ idea – to reach Japan in the East by sailing West and to discover other lands en route – that the adventure was ‘uncertain and impossible to any educated person’.
They told the Queen that the proposed voyage would take three years.

Even if the ships could return, which was highly unlikely, the commission reported Columbus’ idea would be a wasted expedition, ‘for God would surely not have allowed any uninhabited land of real value to be concealed from His people for so many centuries’.
The experts scorned his project. But Columbus did set sail.

Thirty-three days later he discovered half the world!

I have always thought that Columbus was a very clever brainuser because he made a very big switch.
Based solely on their own accumulated experience, the experts pointed out that the Admiral’s mission was hardly a logical one because his mathematics were wrong (which they were).

So if his mathematics were wrong, therefore Columbus was wrong.

The commissioners were convinced of the soundness of their logic.
Yet if all our thinking and actions were based only on the ‘unique rightness’ of our own experience, then progress would be slow or impossible.

There could be no room for experiments, insight, quantum leaps, outside-the-box thinking, Aha! or the Eureka phenomenon.
There could be no room for humor. There could be no room for humility.

Bad philosophy.
Sometimes, experts use their experience not to explore the future but merely to protect the past.

Many an expert arrives at a situation and forms an instant judgment.

This quick judgment is based on his or her unique neuro wiring, his personal entitlements, her values, his mood, her agenda, their expectations and other factors.
It seems that the more expert thinkers are, the better they are able to defend their point-of-view, to articulate their own logic box.

So they get trapped in it by their very own expertise.

They cannot escape their CVS, their Current View of the Situation.
Now I know this never happens to you, dear brainuser, (wink!) but you’ve probably seen other people fall into this hole.

And, it’s a very dangerous hole to fall into.
To help you avoid this hole, we use a powerful but simple switch called CVS-TO-BVS.

The switch is simply a neuroware device for programming your short-term memory.

It takes just one second to use this switch, to say to yourself ...

CVS-TO-BVS.
Many thinkers around the world are using this switch today.

If you practice this switch for ten days it will become a habit and a permanent piece of neuroware in your own necktop computer.

After ten days, you’ll have it forever.

A much better app for using intelligence.
The Current View of the Situation can never be equal to the Better View of the Situation.

$cvs \neq bvs$

Just think about that for ten seconds.

This is the First Law of Thinking.

The Current View of the Situation can never be equal to the Better View of the Situation.

$cvs \neq bvs$
The Current View of the Situation can never be equal to the Better View of the Situation
\[ \text{cvs} \neq \text{bvs} \]

See if it makes any sense to you and whether you can embrace this law or whether you cannot.

Say it to yourself out loud and see how you react to it.
The Current View of the Situation can never be equal to the Better View of the Situation.

$cvs \neq bvs$

Do you have any trouble with this law?

This is really the most important law for thinking.

The more you can bring conviction into this, the more it will work for you.
The Current View of the Situation

can never be equal to

the Better View of the Situation

cvs ≠ bvs

To simplify this, you
simply say to yourself:

A cvs can never be
equal to a bvs

or

cvs ≠ bvs
Measurement is a very important skill for the brain user to develop.

Let’s look at units of measurement.

It’s very helpful, when trying to measure things, to have a unit of measurement.

Having a basic unit of measurement means you can keep score and then compare one score against another.
For example, the whole metric system uses a number of units of measurement based on the decimal (or 10) system.

We have meters, liters, dollars and grams.

So, if you want to measure how far you have to travel to work, you can do so, and the answer may be 10 meters if you work at home in San Francisco or 10 kilometers if you don’t.
You can use dollars to figure costs and overheads and to help control them and bring them down.

You can also use dollars to figure revenues and sales results and help move them up.
The more you can bring metrics to your job the more you can take control.

The more you can design measurements to aspects of your job, the more interesting your job becomes to you every day.
What things can you measure in your job?

Costs: eliminations, reductions or increases?

Accidents/safety: lower or higher?
Sales calls – more or less?

Delivery times: longer or shorter?

Wastage: less or more?

Industrial disputes: fewer or more often?
In the last few pages, we’ve already seen that a CVS can never be equal to a BVS.

So, what exactly is a BVS?

A BVS is a decimal of a CVS.

A CVS is also a decimal of a BVS.

In other words, they are related by powers of ten.
Sometimes a BVS is ten times smaller than a CVS.

Other times it is ten times greater.

From experience, it is usually the latter, but not always.

By decimalizing (yes, it is a word) thinking we are introducing measurement into the brain software.

We get more control of our attention span.
The Switch now becomes a more useful brain app.

Remember, the switch is decimal.

We use the number ten to digitize thinking.

The deliberate or habitual use of the number 10 is called *Tenpower*.

\[ BVS = CVS \times 10 \]
The key to the use of this powerful perception switch – cvs2bvs – is the deliberate effort one makes to notice the BVS that is TEN TIMES better than the CVS.

\[ \text{CVS} \times 10 = \text{BVS} \]

So, for example, if your CVS is $1 then a BVS might be $10 (or it could be 10 cents, if you owed someone $1).

\[ \text{BVS} = \text{CVS} \times 10 \]
If the CVS is on one level, then the BVS can be found on a level that is TEN TIMES better than the CVS.

Ten times better may be ten times more, or ten times less, or ten units forward or ten units backwards.

It’s the deliberate use of tenpower, as a provocation to get you to escape from your current position, your CVS box.
CVS x 10 = BVS

With practice, the ‘ten times’ or x10 part of the switch just becomes easier and easier.

This is what x10 or tenpower is all about.

Remember, mathematically, there are always millions of possible options (literally!) but you must deliberately look for them to see them.
Tenpower helps you to switch patterns of perception.

That’s all.

While it is not important that the number ten is always accurately used, its use is a powerful escape mechanism.

Take a leap out of your logic box with tenpower.
In x10 thinking, rightness is not as important as movement.

x10 thinking, using tenpower, enables you to move through information at a rate of acceleration never before possible with Greco-Roman logic (GRL).

And, in a rapidly changing world, movement to a better viewpoint is much more important to the thinker than defense of a current viewpoint.
The reason for tenpower is because there are always risks in thinking.

It can be risky leaving the safety of a CVS to go out in search of a BVS.
But if the rewards are great and worthwhile, a true quantum leap, an order of magnitude, then the reward can provide its own motivation.

You can now create the drive to escape inertia to move towards a BVS.

\[ \text{BVS} = \text{CVS} \times 10 \]
I now want to devote a separate section to tenpower, thereby giving it the importance it richly deserves.

I wrote the book on x10 Thinking in 2000 after having spent years in the USA developing and applying the x10 techniques in groups like the YPO and companies like IBM and General Electric.

If this new book on Bad Philosophy was just about theory, tenpower could be left out, but it’s really about getting x10 into action in your life.

You don’t just want to know about the switch and how it works, you also want to be able to master it.

The secret to mastery?

Practice, Repetition, Rehearsal
It was revealed to me during my army training lessons, in the late ’60s, when I was a 20-year-old national service draftee, how amazingly effective was the strategy of repetition.
Because the bottom line in the military is so severe (life or death) the army drill instructors demonstrated the power of repetition by making us practice, repeat and rehearse the various combat skills.
I remember thinking it odd, at the time, that an ambush was actually rehearsed in detail in the field before being laid that night.

But why not?

Ambushing is a skill, and anything that is a skill can be measurably improved with repetition and practice.
A pattern is something that is repeated more often than randomness or mere chaos.

The architecture of a pattern is repetition.

That’s why in a patterning system like the human brain system, repetition is the most powerful learning strategy you can use.
That’s also why you’ll notice a great deal of repetition in this book. It’s not because I’ve forgotten that I’ve already discussed something with you.

It’s to help build patterns in your brain, so it becomes easier for you to remember and use the neuro-software, cvs2bvs.
IN A PATTERNING SYSTEM, LIKE THE HUMAN BRAIN SYSTEM, THERE IS NO STRONGER MAGIC THAN THE MAGIC OF REPETITION.
All this is critical when acquiring new skills.

This is a clever trick!

Repeating things ten times is an excellent way to exploit tenpower and broaden your own repertoire of skills.
Practice and Ageing
Researchers at the University of Kansas Medical Center have also found evidence that learning a new language or studying a musical instrument, which requires years of practice and repetition, may create alternate connections in the brain that could compensate for cognitive decline as we get older.
The neuroplasticity of the human brain is finally being more widely understood not only in the military and the performing arts but for gerontological well-being and successful parenting strategies.
You Can Choose Your Own Repetitions.

There are, of course, many things in life that are not at all worth repeating.

So, choose well and focus your repetitions on those things that are valuable in your life and well-being.
Ever since you were born, Big Government, Big media, Big Religion and Big Business have all used repetition to program your brain.

So, you may as well use it yourself to embrace the patterns that YOU decide are most useful for your own brain.

Take charge!
What is Tenpower?

Tenpower is the habit, or skill, of using the powers of ten.

Tenpower is a booster mechanism for your brain software.
Just like enzymes that boost up chemical reactions or rockets that boost space shuttles, so can Tenpower boost your brain software and greatly empower your thinking skills.

Tenpower is all about using X10 thinking.

X10 thinking is also called ‘tentimes’ thinking or 10x Thinking.
Alfred North Whitehead, the English mathematician, and co-author with Bertrand Russell of the great ‘Principia Mathematica’, said this about ZERO:

‘The point about zero is that we do not need to use it in the operations of everyday life. No one goes out to buy zero fish. It is in a way the most civilized of all the cardinals, and its use is only forced on us by the needs of cultivated modes of thought’.
A zero may not seem like much.

If you add it to or subtract it from another number, it makes no difference at all.

A zero barely exists ... until ... you put a zero on the end of another number and, mirabile dictu, that number increases tenfold!

That is Tenpower!
Even the Egyptians had a symbol for tenpower and maybe that’s why the pyramids are so big.

x10 thinking is moving through think-space, the information universe, the cognos, by powers of ten.

Tenpower can be used in any direction – moving out, out, out or moving in, in, in.
For example, with tenpower you can move from:

1 to 10 to 100 to 1000 to 10000 to 100000 to 1000000 to 10000000 and so on

or from

1 to .1 to .01 to .001 to .0001 to .00001 to .000001 to .0000001, and so on.
The Official Number of the School of Thinking is 10!

The habit of tenpower is the habit of using the number ten, the habit of adding a zero or the habit of multiplying by ten.
By using tenpower you will equip your necktop computer—your brain—with a very powerful booster which will give you an unfair survival advantage over others who are unable to use tenpower when navigating through the information environment.
Where to Use Tenpower?

You can use tenpower anywhere. There’s no right or wrong place to use tenpower.

Some people use tenpower to get started.

Some use tenpower for fitness, practicing skills and doing repetitions.
You can use tenpower to solve problems, to create opportunities.

Scientists use tenpower in computing to delve into the mysteries of genetics and human history.

Who else can use tenpower?

Writers can use tenpower to escape writer’s block.

I use tenpower in teaching thinking skills.
Business people use tenpower to plan ahead.

NGOs use tenpower to advance social welfare.

Students use tenpower to do their research.

Parents use tenpower to help in family discussions.

Where can you use tenpower today?
Adding on a zero is a powerful thing to do.

It is the quintessential provocation.

Its purpose is to provoke movement through the **cognos**, the universe of possible thoughts.

It allows you to escape, really escape, from your present position.
It’s a bit like using a helicopter. If you wanted to climb a mountain you might start from the bottom but then, when you reach the summit, you say ‘Boy! If only we’d come that way it would have been easier’.

This is because the view from the top is different from the view at the bottom.

If you had a helicopter you could fly to the top first, see the better way, and then go back and use it.
Tenpower helps you make quantum leaps in your thinking.

It empowers you to escape outside the box. Your box.

It enables you to use orders of magnitude to change your point-of-view.

Then you can use that information if you choose.

When put on the end of a number, there’s no limit to the power of a zero!
How many grains of sand on Sydney’s famous Bondi beach?

How many raindrops fall in London each year?

What is the number of words spoken in Canberra or in Beijing in a year, or even spoken by every Chinese and Australian in history?
To cope with questions like these, mathematicians need to design very, very large numbers.

The American mathematician, Edward Krasner, has used the zero to design his very large number called: the googol.

A googol is a 1 with 100 zeroes added on.
A googol looks like this:

10,000 000 000 000
000 000 000 000
000 000 000 000
000 000 000 000
000 000 000 000
000 000 000 000
000 000 000 000
000 000 000 000
000 000 000 000
000 000 000 000
How large is a googol?

Well, grains of sand on Bondi beach are about:

$$100\,000\,000\,000$$

or

$$1\,000\,000\,000\,000\,000$$

or

1 with twenty zeroes put-on.

Much, much smaller than a googol.
Raindrops in London are also much smaller than a googol and so are the words of China.

A hundred million atoms placed in a row would only be this long ____ , a centimeter.

So what about the number of atoms in all of Mt Fuji or even the entire Himalayas?

No, even they would not make a googol.
Einstein’s theories make it possible for astrophysicists to estimate the number of atoms in the whole universe and even that is less than a googol.

In fact, a googol is larger than the very largest numbers used in physics and chemistry.
When Larry Page and Sergey Brin started their famous search engine they were both great x10 thinkers and so they wanted to name it after Krasner’s big number.

But they misspelt it and called it Google instead!
Can we even use tenpower on a googol?

And the answer is, of course, yes.

For example, the googolplex is a larger number still:

A googol with an extra ten million, billion zeroes put-on.
Forgive me if I won’t bother to show you what a googolplex looks like.

Because if I were to try typing out a googolplex by adding zeroes to the above googol at the rate of three zeroes a second — 000 — and I never stopped to eat or sleep or do anything else, I would be dead and stardust long before I got anywhere near it.
What are ten random ways I can use the number 10 today?

1. I can give ten times more gifts to clients this week than last week.
2. I can send ten times more postcards to friends this month than I did last month.
3. I can call someone who would like to hear from me in ten minutes’ time.
4. I can consult ten brainusers for their opinion on a matter of importance to me.
5. I can visit ten web sites that I don’t usually visit.
6. I can invite ten people to discuss a matter of importance to all concerned.
7. I can practice a new skill 10 times a day for the next ten days.
8. I can go for a walk in the Royal Melbourne Botanic Gardens at 10.
9. I can cut costs by 10%.
10. I can spend ten minutes figuring out the first line of the next page.
“Larry Page lives by the gospel of 10x. Most companies are happy to improve by 10%. Not the CEO of Google. Page says a 10% improvement means you’re basically doing the same as everybody else. But Page expects his employees to create products and services that are 10 times better than the competition.”

(Steven Levy, WIRED magazine. Cover story, February 2013).

Good philosophy.
Escape from CVS

The First Law of Thinking

The Current View of the Situation (CVS) can never be equal to The Better View of the Situation (BVS)

CVS ≠ BVS

The Law of x10 Thinking

The CVS multiplied by ten is equal to the BVS

CVS x 10 = BVS
x10 Thinking is:

- A powerful lateral thinking tool
- A corporate service that is 100% online
- A bottom up approach that liberates innovation

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The x10 Book

The X10 Memeplex: multiply your business by 10!

by Michael Hewitt-Gleeson

(Penguin/Prentice Hall, 2000) ISBN 0724801111
GE x10
Jack Welch multiplied GE from US$30 billion to US$300 billion in just ten years!

The Newsell Switch
The world’s first PhD in lateral thinking!

Bad Philosophy
How to escape from logical thinking, today!

Joseph
The Greatest Teaching Giant in History.

WOMBAT Innovation:
'The Australian Solution'
Creating very clever ideas that people talk about!
This iPhonebook has been purposefully designed to be read on your iPhone. It’s free. Pass it on.

www.x10thinking.com