

The Case for Curiosity

How Scout Mindset Fuels Innovation

March 24, 2023

Project **T**ransformation
By
Design





CHRISTIAN
BALE
STEVE
CARELL
RYAN
GOSLING
BRAD
PITT

AN ADAM MCGKAY FILM

THE BIG SHORT

THIS IS A TRUE STORY

**"FASCINATING
AND FUNNY.
IT'S A TRIUMPH."**

Joe Morgenstern,
THE WALL STREET JOURNAL

“A few outsiders and weirdos saw what no one else could. They saw the giant lie at the heart of the economy by doing something the rest of the suckers never thought to do - they looked!”

- Ryan Gosling



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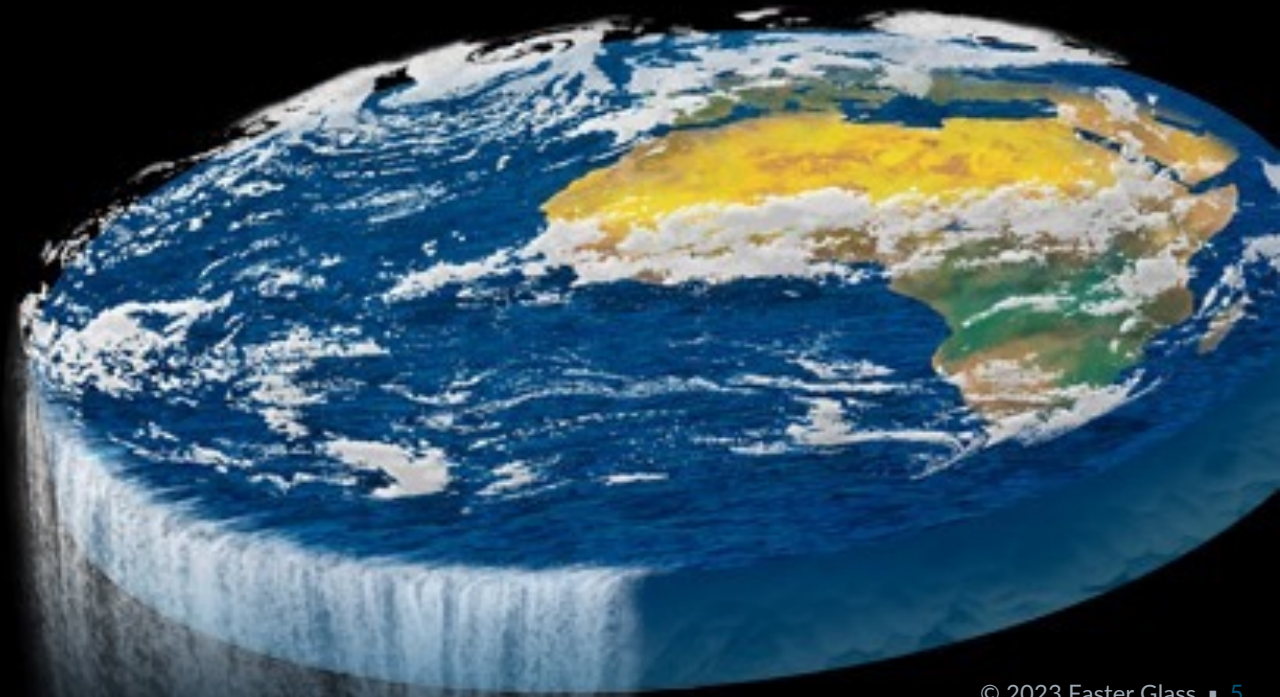
“It ain’t what you don’t know that gets you into trouble. It’s what you know for sure that just ain’t so.”

- Mark Twain



“The greatest enemy of knowledge is not ignorance, it is the illusion of knowledge.”

- Daniel Boorstin



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that gets you into trouble. It’s
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Illusion of Knowledge



TWO BARRIERS TO INNOVATION

- 1 Illusion of Knowledge
- 2 Soldier Mindset



Why You Think You're Right Even If You're Wrong

Julia Galef

TEDxPSU





Soldier Mindset

- Comfort in Certainty
- Ego / Identity



Soldier Mindset

Can I believe it?

Must I believe it?

What can we do differently?





Scout Mindset

Is it true?
What if I'm wrong?

HOW MIGHT WE ACTIVATE SCOUT MINDSET?

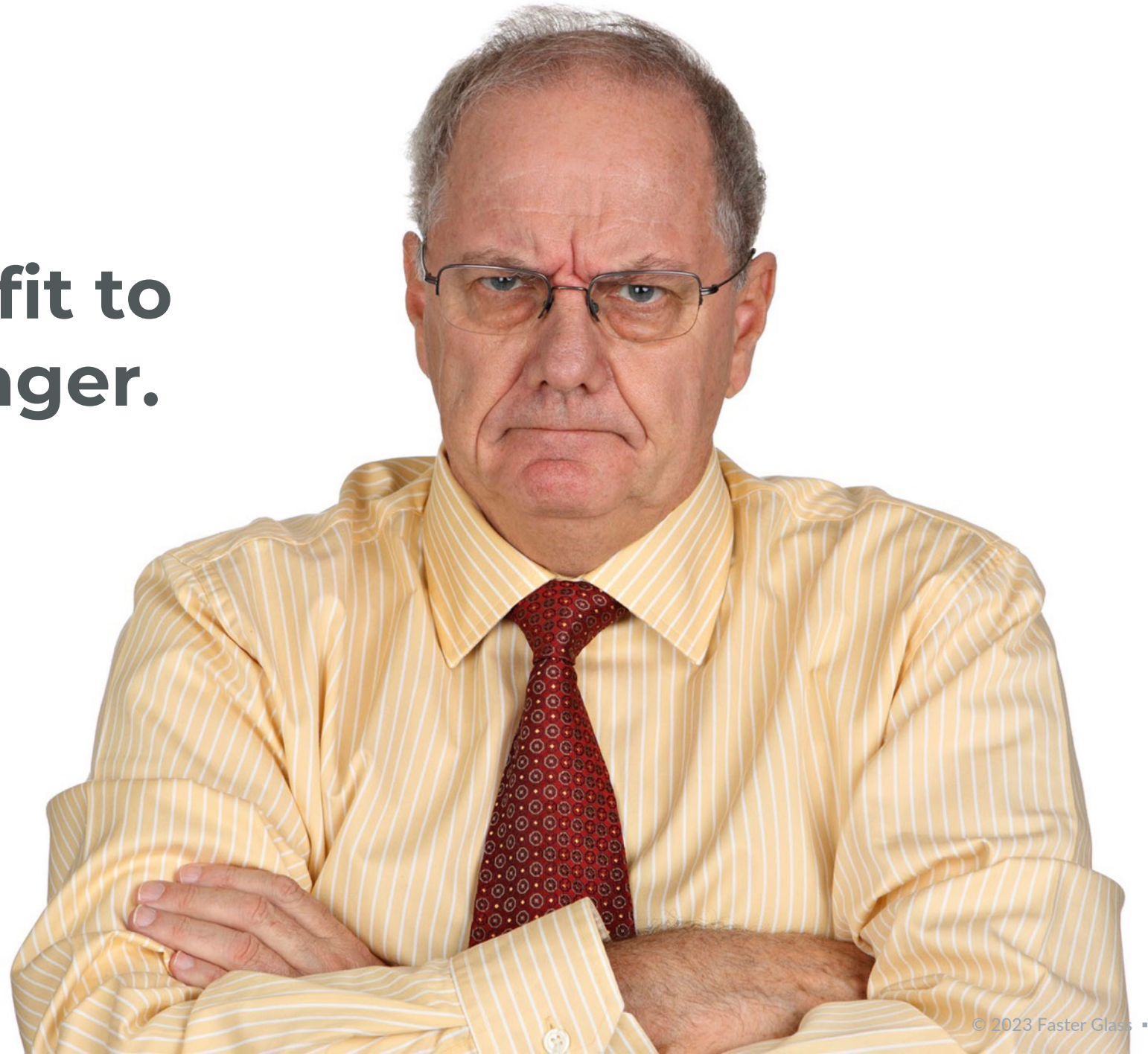
In Ourselves

1. Outsider Test
2. Conformity Test
3. Status Quo Bias Test

In Others

1. Are you open to a different perspective?

**There's no benefit to
being wrong longer.**





**“I reserve the right
to get smarter.”**

**Scout
Mindset**



Curiosity



Be curious, not judgmental.”
- Walt Whitman



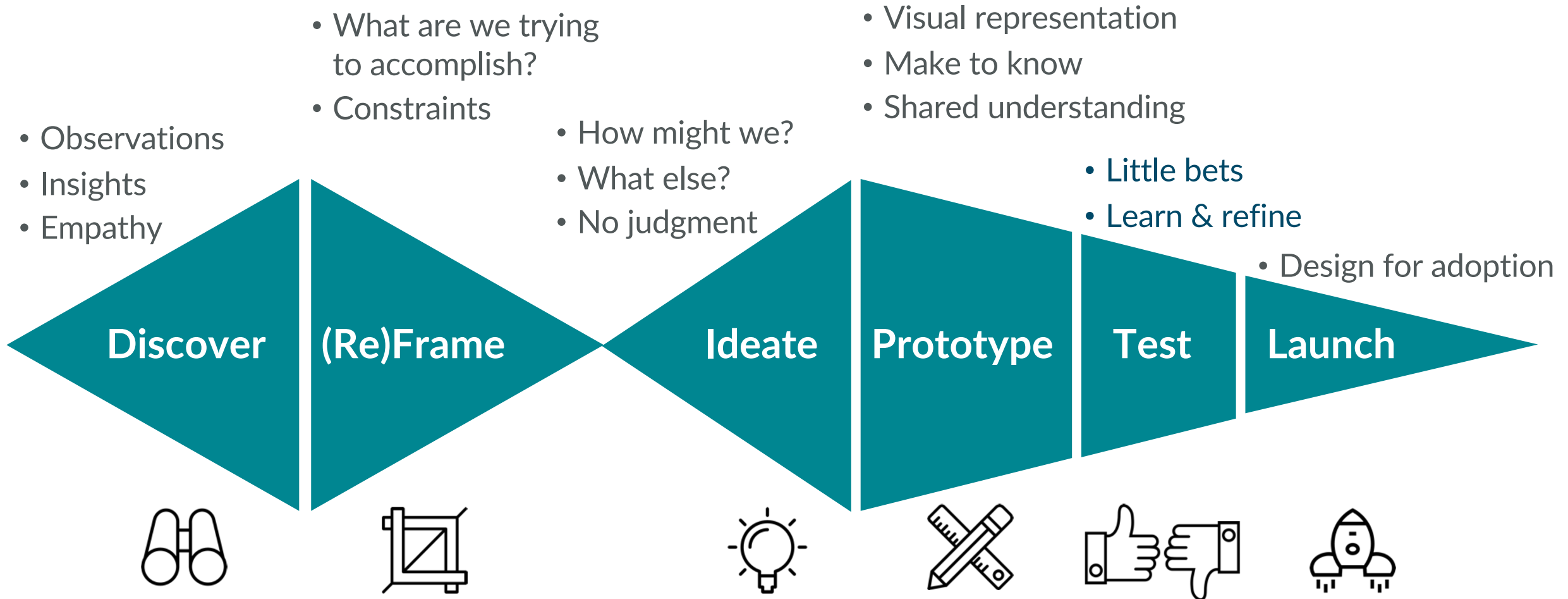
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- Walt Whitman

No evidence Walt Whitman
ever said or wrote that.

If you misspell "judgmental",
prepare to be judged.

Innovation *requires* **Curiosity**
^

Curiosity is in every aspect of Design Thinking



WHAT'S NEXT

Project
T
ransformation
By
D
esign

**Data Delusions: How Math, Metrics,
and Analytics Can Mislead Us**

Friday, April 21st

8:30 AM – 9:30 AM

Kingsmen Software @ Camp North End

fasterglass.com/project-tbd