

ACT LIKE
A LEADER,
THINK LIKE
A LEADER

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On foolishness

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“If we trust only when trust is warranted, love only when love is returned, learn only when learning is valuable, we abandon an essential feature of our humanness... the point is to be foolish without justification.”

James G. March



Two different logics

Technology of Rationality



- Primacy of ends, goals
- Value of consistency, continuity, prediction and control
- Follow the rules =be productive
- Outcome=Efficiency

Technology of Foolishness



- Primacy of means, enjoyment and discovery
- Value of surprise, serendipity, inconsistency, divergence, delay
- Suspension of usual the rules= waste time, take circuitous routes
- Outcome = Novelty, Flexibility

Banana Time

