

## **The Antidote to The Black Swan**

**Realize that numbers reveal only  $\frac{3}{4}$  of the picture.**

**To see 99%, wrap all numbers in a qualitative cocoon.**

**Elevate *qualitative* insights to the same level as the *quantitative* analyses.**

**Leverage how the human brain interprets uncertainty.**

**Differentiate implicit learning from impulse.**

**Never forget which game you are playing – poker or rugby?**

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