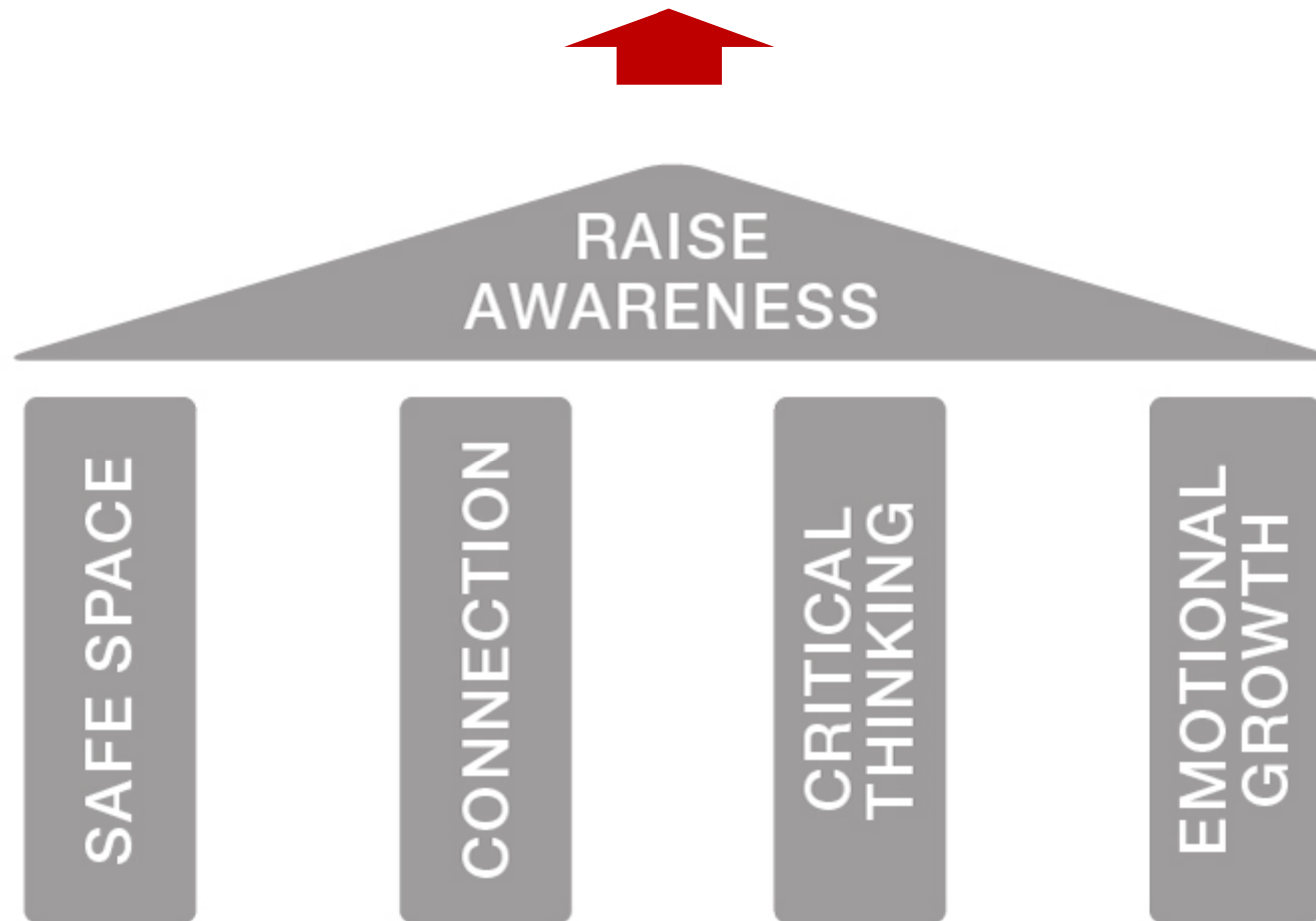


**THINKING
BOX**

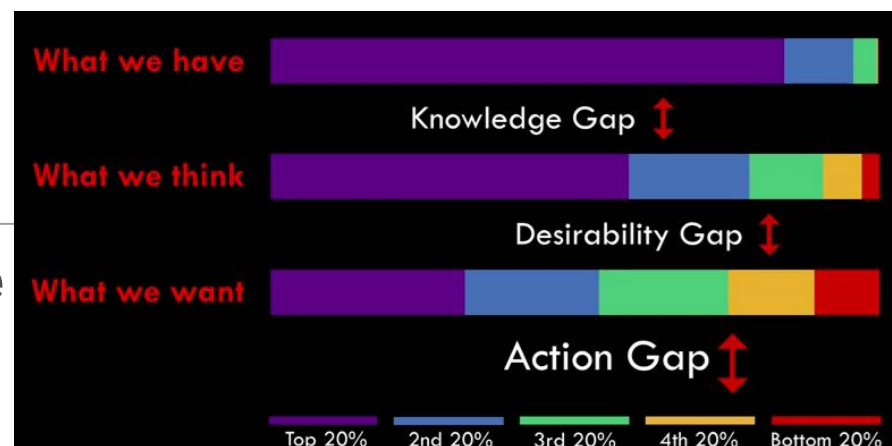
A world that works for everyone



THINKING BOX

Dan Ariely: How equal do we want the world to be?

- Is there too much inequality?
 - Or do people get what they deserve?
- When you make a decision (eg buy a beer), how much of your experience is real and how much a placebo coming from expectations?
- **Knowledge gap: How do we get people to think differently about inequality?**
 - Consider those with no agency for their position?
- **Desirability gap: How do we get people to think differently about what they really want?**
 - Blind tests? Policy tests? Free of vested interests?
- **Action gap: What practical action could turn economic inequality around?**
 - What are the steps? Short, medium, long term?



Dave Isay: Everyone around you has a story

- How did you feel hearing the interviews?
- Who would you invite to the interview booth?
- To whom might you say the following to authentically?
 - Thank-you, I love you, Forgive me, I forgive you
- How do we create more authentic conversations?
 - Under what conditions?
 - StoryCorps project?
 - Other ideas?
- What are the first steps?

