

# THE LANGUAGE OF INNOVATION





# “DOUBLETHINK”





WAR IS PEACE

WAR IS

**BUSINESS**

FREEDOM IS SLAVERY

FREEDOM IS

**MONEY**

IGNORANCE IS

**SUCCESS**







A black and white photograph of a car assembly line. In the foreground, a worker is working on the hood of a car. Another worker is bent over, working on the front wheel area. In the background, several other cars are on the line, with more workers visible. A sign in the background reads "DANGER NO SMOKING". The text "HUMAN RESOURCES" is overlaid in the center.

# “HUMAN RESOURCES”



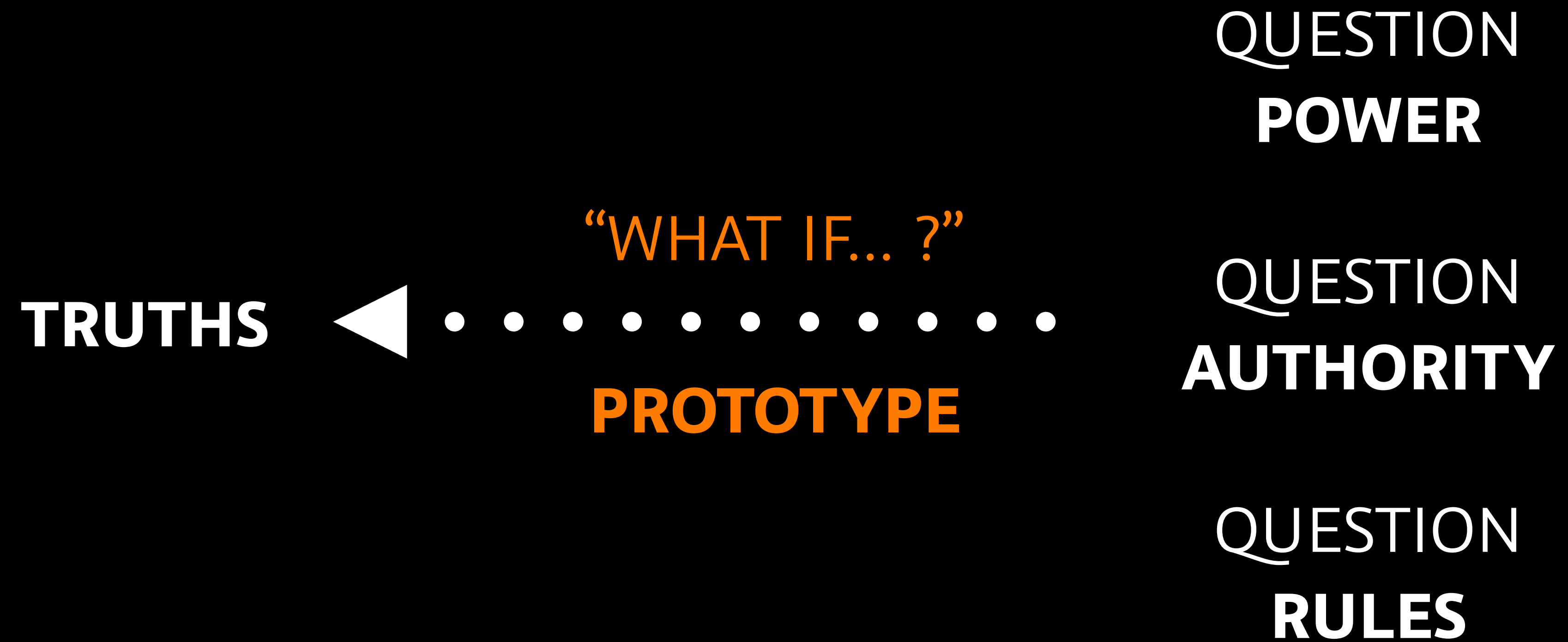
Women **belong** to men.

Children are the source of **cheap labor**.

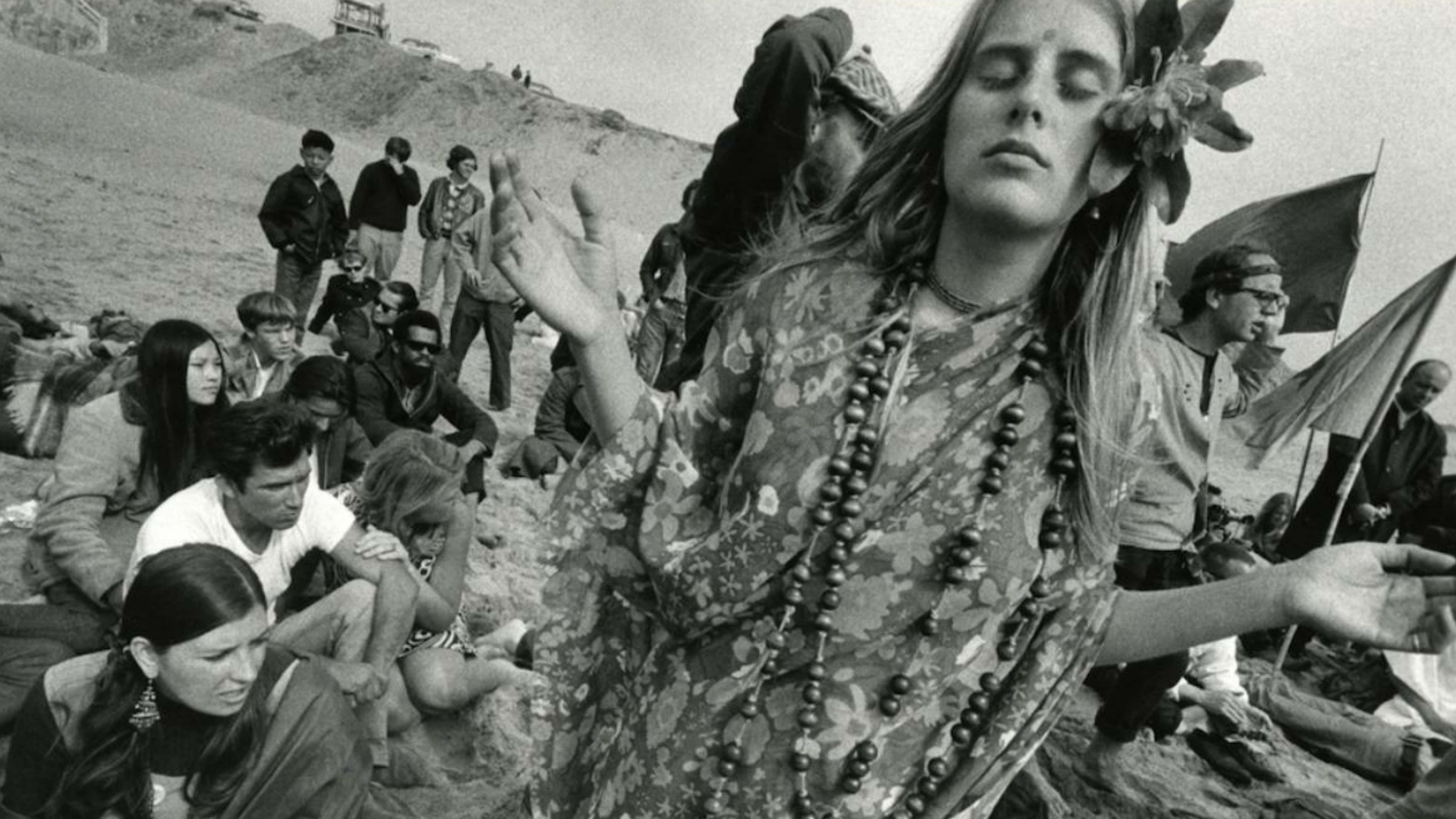
Humans can be **property** of other humans.

**TRUTHS,** UNQUESTIONED













# “FLOWER POWER”







A black and white photograph of a group of people sitting on beanbag chairs in a room with large windows and whiteboards. The scene is dimly lit, with light coming from the windows on the right. Several people are visible, some looking towards the camera and others looking away. The room has a modern, open-plan feel with large windows and whiteboards in the background.

# “DREAM MACHINE”

*The destiny of computers is  
to become interactive intellectual **amplifiers**  
for **all humans**, pervasively networked worldwide.*

A white chevron shape pointing right, containing the text "PERFORMANCE ENGINE" in white. The background is black.

**PERFORMANCE**  
ENGINE

A white chevron shape pointing left, containing the text "INNOVATION ORGANISM" in white. The background is orange.

**INNOVATION**  
ORGANISM



**Manage**

**Control**

**Command**

**PERFORMANCE**  
ENGINE

**Execute**

**Repeat**

**Monitor**

**Question**

**Learn**

**Explore**

**INNOVATION**  
ORGANISM

**Envision**

**Believe**

**Discover**

**INNOVATE**  
AS ACTION

**INNOVATION**  
AS SPACE



# **INNOVATE**

**AS ACTION**

~~—Make everything transparent!~~

~~—Cooperate more efficiently!~~

~~—Be more responsive!~~



**INNOVATE**  
AS ACTION

**INNOVATION**  
AS SPACE

How might we create a culture of trust where sensitive information can be safely shared?

**How can we foster a culture of collaboration which lets us discover the most interesting problems?**

What are ways to increase our collective awareness of each other's value continuously?

**INNOVATION**  
AS SPACE



**Blitzscaling**

**Growth hacking**

**Killing competition**

**MACHINE**  
LANGUAGE

**Breaking things**

**Going viral**

**Penetrating the market**

**Fairness**

**Equality**

**Diversity**

**HUMAN**  
LANGUAGE

**Accessibility**

**Empathy**

**Inclusivity**

“My battery is empty.”

“My CPU is toasted.”

“She’s working like a machine.”

## **MACHINE** LANGUAGE

“Turn off your brain.”

“I’m a cog in the machine.”

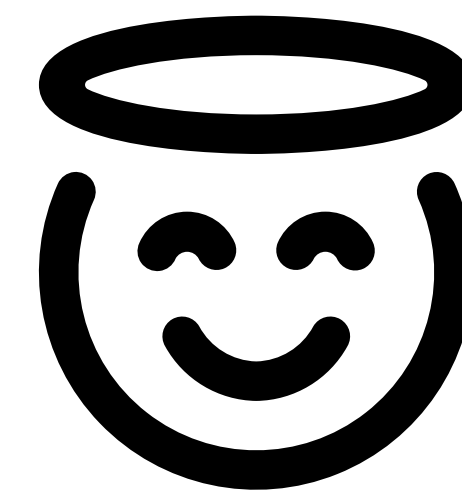
“Don’t push my buttons.”

Our most **urgent problem** is not that robots are supplanting humans, but that **we are forcing humans to be more like robots.**





Exploit



Serve

Language



**THANKS!**

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 @CaptSpot