

A full-page background image of an astronaut in a white spacesuit floating in space, with the Earth's surface visible in the background. The astronaut's helmet features a Red Bull logo. The word "FEARLESS" is overlaid in large white letters.

FEARLESS


Adopting Brave
Experimentation

A man in a white racing suit with a Red Bull logo is celebrating with a woman in a blue jacket. The man is smiling broadly, showing his teeth. The woman is also smiling and has her arms around him. They are standing in front of a red and white structure, possibly a race car or a building. The background is a clear blue sky.

DEFINE YOUR
SUCCESS



**WIDEN YOUR
OPTIONS**



*In any moment of decision, the best
thing you can do is the right thing,
the next best thing is the wrong thing,
and the worst thing you can do is **nothing.***

[THEODORE ROOSEVELT]

WIDEN YOUR OPTIONS

Reframe Possibilities

Find incremental options

Instead of this or that, try this and that

Talk to people who solved your problem



REALITY TEST YOUR ASSUMPTIONS



*To live a creative life,
we must lose our
fear of being wrong.*

[JOSEPH CHILTON PEARCE]

REALITY TEST YOUR ASSUMPTIONS

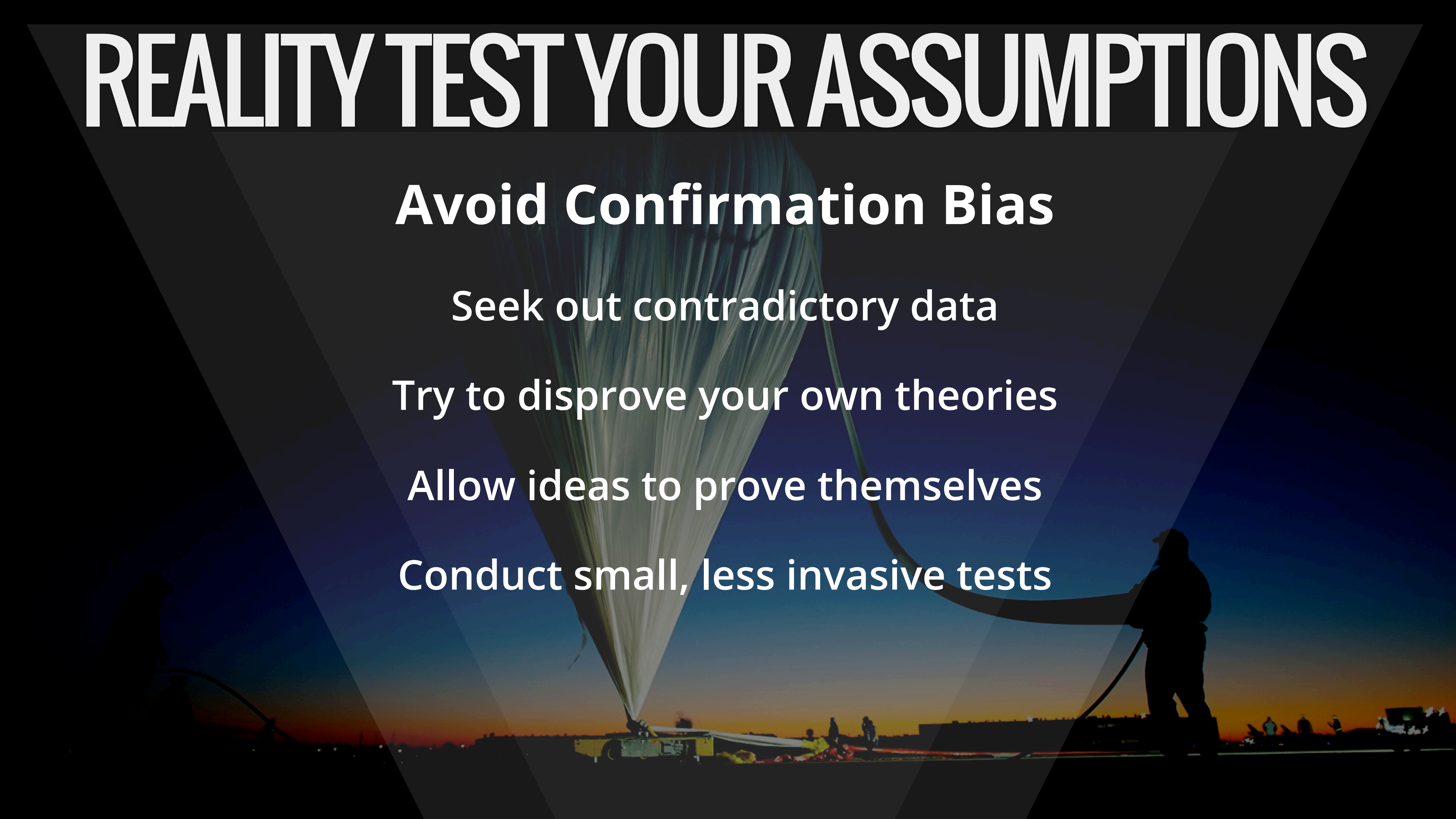
Avoid Confirmation Bias

Seek out contradictory data

Try to disprove your own theories

Allow ideas to prove themselves

Conduct small, less invasive tests



A photograph of an astronaut in a white spacesuit with a Red Bull logo on the sleeve, working on a piece of scientific equipment in a space station. The equipment has various tubes and gauges. The background is dark with some equipment and a bright light source. The text "ATTAIN DISTANCE" is overlaid in large white letters.

ATTAIN
DISTANCE

*It does feel like something to be wrong;
it feels like being right.*

[KATHRYN SCHULZ]



ATTAIN DISTANCE


Neuter Your Emotions

“Sleep on it”

What would I say if...?

Pursue your core objectives

Argue

A photograph of an astronaut in a white spacesuit floating in space next to a large, silver, conical balloon capsule. The capsule has a Red Bull logo and the word 'STRATOS' on it. The Earth's horizon is visible in the background. The text 'PREPARE TO BE WRONG' is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

PREPARE
TO BE WRONG

*[WordPress 3.8] will
either be amazing or
a huge mistake.*

[MATT MULLENWEG]



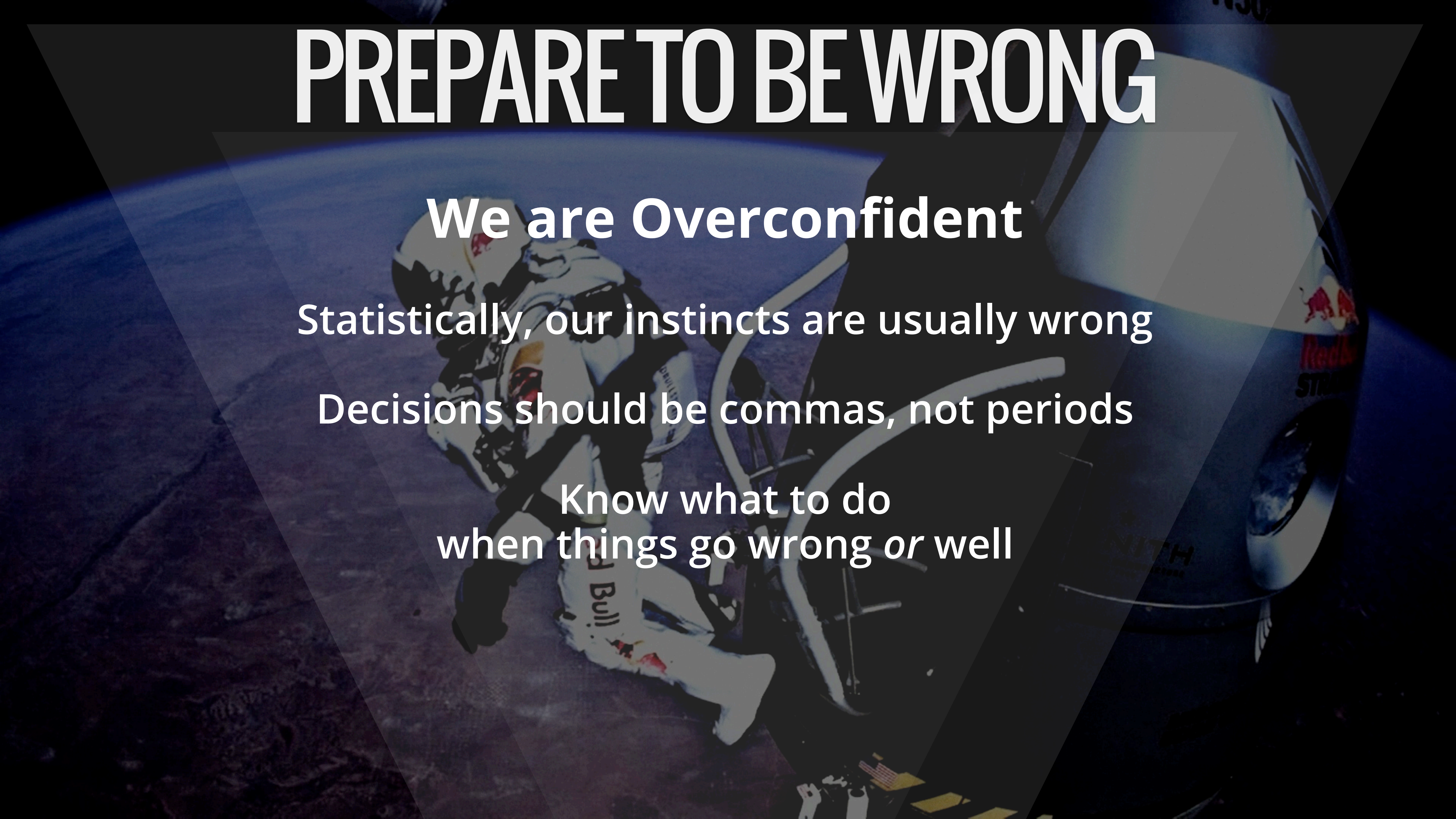
PREPARE TO BE WRONG

We are Overconfident

Statistically, our instincts are usually wrong

Decisions should be commas, not periods

Know what to do
when things go wrong *or* well





KNOW WHEN
YOU'RE WRONG

KNOW WHEN YOU'RE WRONG

Run True Experiments

Have a hypothesis, a control, and variables

Tripwires (true deadlines)

Correlation \neq Causation

Use tools properly



GREAT SUCCESS



#FAIL

Top 100 - Nederdel 159 - Boven 99.-



BEING WRONG
IS AWESOME

A photograph of an astronaut in a white spacesuit floating in space. The astronaut is positioned in the upper left quadrant, with their body angled towards the right. A large, complex metal structure, likely part of a space station or shuttle, is visible on the right side of the frame. The background is a clear blue sky. The text "HASTEN THE WRONG" is overlaid in large, white, sans-serif capital letters across the lower half of the image.

HASTEN
THE WRONG

*The neurotic who learns to laugh at himself
may be on the way to self-management,
perhaps to cure.*

[GORDON ALLPORT]



HASTEN THE WRONG

Ask People Who Are Not You

User testing is fun and embarrassing

Actually *talk* to users

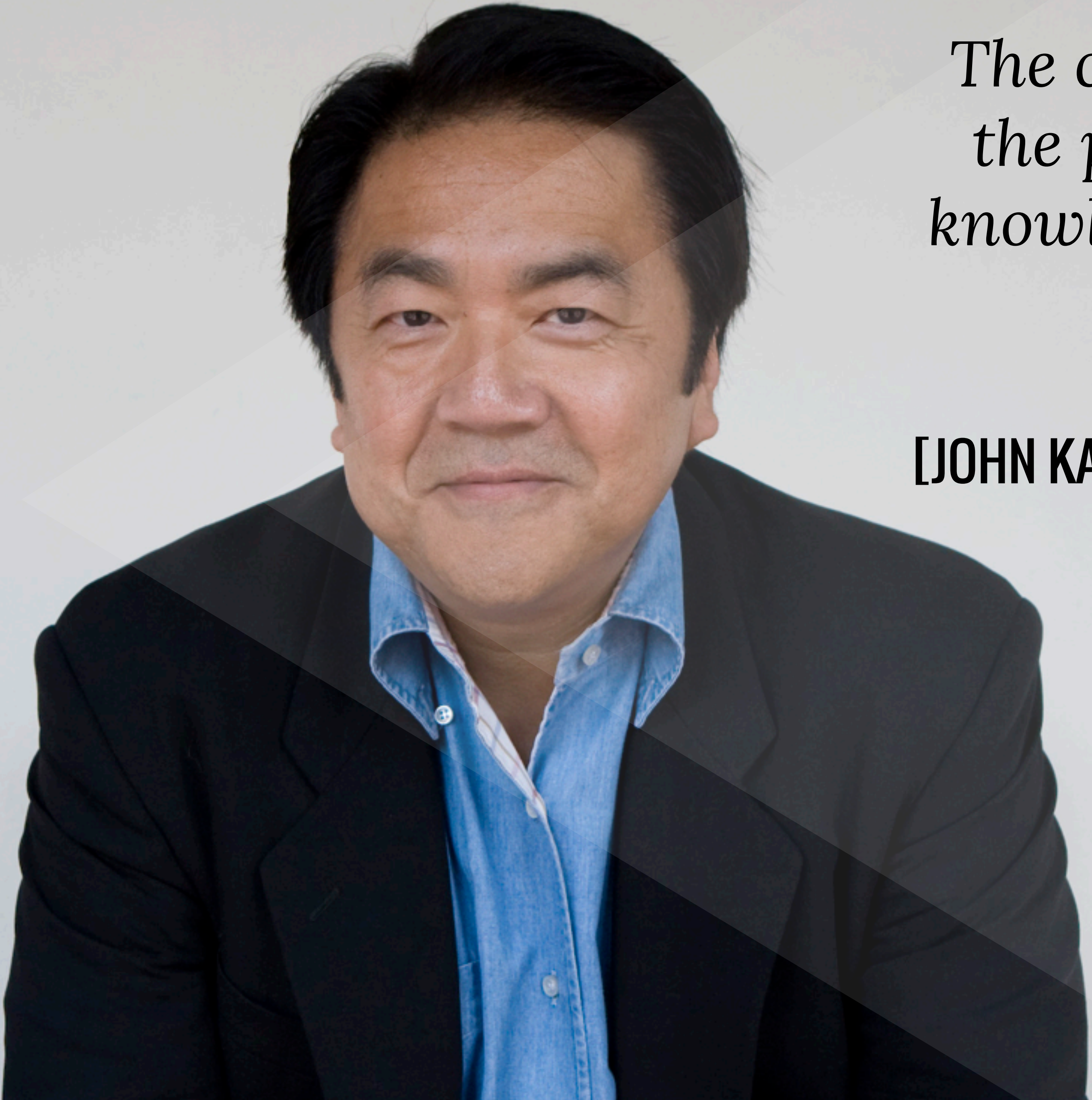
Test for show stoppers or tiny interactions,
but do those separately

You don't need many users

FACE PLATE HEATING

TOP VIEW

DATA INFORMS DESIGN

A portrait of John Kao, a middle-aged man with dark hair, wearing a dark suit jacket over a light blue button-down shirt. He is smiling slightly and looking towards the camera. The background is a light gray with a subtle geometric pattern. In the bottom left corner, a small portion of a globe showing the Americas is visible.

*The crucial variable in
the process of turning
knowledge into value is
creativity.*

[JOHN KAO]

DATA INFORMS DESIGN

Illusion of Explanatory Depth

People will find ways to give negative feedback if you frame it that way

Data and feedback should inform design, not dictate it

Get users to their goal with minimal cognitive load



*I could be wrong
about this.*

[CLIFF SEAL]