

# BUILDING our COLLECTIVE BRAIN

# CORE SESSION 4: PEOPLE and LEADERSHIP

## 10% THAT'S VISIBLE...

- INFLATION RATE
- INTEREST RATES
- KLEI INDEX
- RINGGIT
- GDP

- LABOUR MARKET
- INNOVATION POLICY
- TAX POLICY
- EDUCATION POLICY
- INDUSTRIAL POLICY

TRUST  
LUCK  
IDENTITY

**90% THAT'S NOT**

CULTURE  
BELIEFS  
RITUALS  
INSTITUTIONS

## HUMANS ARE evolved CULTURAL LEARNERS



WE SUBCONSCIOUSLY USE CUES to DECIDE WHO WE WILL LEARN from



WE ARE SENSITIVE to FACTS UNTIL THE ISSUE WE ARE TACKLING IS IDENTITY



BUT PRESTIGE BIAS is ALSO CHALLENGED BY CONFIRMATION BIAS.

## WHAT is the BASE of HUMANITY'S UNIVERSAL MORALITY?



### THE PARADOX of BELONGING

IN SOME SOCIETIES, THE COST of NOT BEING IN A PARTICULAR GROUP IS HIGH

THIS NEEDS to BE FIXED



THE IRANIAN REVOLUTION CAUSED THE RADICALISATION of ISLAM IN MALAYSIA, ALL BECAUSE of THE RIVALRY BETWEEN IRAN & SAUDI ARABIA



THIS LED TO THE MASS DIVISIONS IN OUR SOCIETY THAT we STILL SUFFER from TODAY.

OUR TRIBAL PSYCHOLOGY tries to BREAK US DOWN INTO smaller GROUPS

BABIES PREFER TO LISTEN TO PEOPLE SPEAKING NONSENSE - IN THEIR OWN DIALECT - RATHER THAN ACTUAL LANGUAGE