

**TEXT 1****Spare us from the clever fools who trumpet fake information,  
but actually believe what they are saying**

By Jon Foster-Pedley

1. We are living in the era of the clever fool. If it sounds like a Chinese curse, it very well could be, but the fact of the matter is that we have never had more information than we have now in the human era – and yet we've never been more misinformed.
2. It's tragic. We are glued to our smartphones and tablets; always on, consuming information greedily. But we never really digest what we are consuming; instead we flit on like butterflies, alighting here before flying off to there, cross-pollinating fake news and conspiracy theories in the process.
3. In Victorian times, there was less access to information, but people knew more because they spoke to each other. In so doing, they tested theories, discarding those that were obviously flawed, and perhaps starting to believe in others that they might have struggled with initially.
4. Today that doesn't happen. In fact, the power of the all-conquering algorithm locks us into the era of the clever fool more efficiently than we can imagine, keeping us in a perpetual loop of information that tends to reinforce and normalise our prejudices rather than shake them.
5. Human beings like certainty. We like plans. It's why there was such a rise in – and an irrational adherence to – fake news and crackpot science during Covid-19. It felt better to have something to cling on to – like ingesting sheep dip – than be faced with a perennially shifting landscape in which face masks were deemed unnecessary and then critical, and in which vaccines would be developed and then superseded by others.
6. Clever wise people suspend judgement. They take a step back, identify the root causes of a problem and consider other possibilities when it comes to developing a solution. Clever fools on the other hand pick on one thing and create a whole edifice of reason that is entirely built around a false premise, creating a narrative around it to sustain it.
7. What makes everything worse is that clever fools appear incredibly clever, but they are not that clever at all. It's like Smart Alec MBAs<sup>1</sup>, call them Sambas, who know the jargon and the theory but don't have the experience. What we need instead are the Lions, the Simbas in Kiswahili<sup>2</sup>; the Shrewd Intelligent MBAs. A great business school produces Simbas by teaching business leaders interpretation, a sense of wisdom and sense-making under complexity, rather than allowing them to be dogmatically or culturally attached to the result.
8. The benign<sup>3</sup> clever fools trumpet their beliefs because they actually believe what they are saying and they have no idea of the danger they are causing. The anti-vax lobby was one example; voters who support populists on identity politics are another. They do it because they are scared. The malicious clever fools are the corporate shills<sup>4</sup> and lobbyists; the climate change denialists on the payroll of oil-producing countries creating

highly plausible arguments against the need to cut carbon emissions and pivot away from a carbon-based energy system.

9. To overcome this, to see past it and not be drawn in, takes incredible self-mastery. In fact, we might argue that true intelligence is the capacity to be detached and to have mastered our emotions and prejudices. You have to be able to weigh up opposing views and understand that dogmas are not just dangerous; they are stupid.
10. Steve Jobs, the creator of Apple computers, famously described being trapped by dogma as 'living with the results of other people's thinking'. He went on to say: 'Don't let the noise of others' opinions drown out your own inner voice. And most importantly have the courage to follow your heart and intuition'.
11. But it is very difficult to do this. Seeing things from multiple perspectives means you have to listen to the voices of fear and of authority. It's confusing and irritating and terrifying — often all at the same time. Wisdom is following a process of detachment, suspending judgement and leaning into the fear of being wrong. We are living in a world of increasing complexity and uncertainty. We face threats that cannot be simplistically solved. In fact, we face threats that most of us have not even considered yet.
12. We can only start to do this by being intelligent, not show off smart Alocs. For some of us, that's going to be difficult, learning to listen consciously, to hear rather than wait for a chance to get our voice heard. The world has enough clever fools; it's time that the truly wise stepped up and cut through the noise of the dogma of the day.

[Adapted from: <<https://www.dailymaverick.co.za/opinionista/2023-08-30-spare-us-from-the-clever-fools-who-trumpet-fake-information-but-actually-believe-what-they-are-saying/>>]  
 [Source: <<https://idiomorigins.org/origin/empty-vessel-makes-most-sound>>]

### **Glossary:**

- <sup>1</sup> MBA – Master in (also of) Business Administration
- <sup>2</sup> Kiswahili – The language of the Swahili people
- <sup>3</sup> benign – gentle and kindly (not harmful in effect)
- <sup>4</sup> skills – decoys or accomplices

[Source: <<https://languages.oup.com/google-dictionary-en/>>]

**TEXT 2****The Art & Science of Looking Up**

February 10, 2019

The Art & Science of Looking Up report confirms the multitude of benefits to simply looking up and out. One basic thing we can do has profound effects on cognitive development, creativity, productivity, relationships, and our sense of belonging.

Neural and systems complexity expert Dr Fiona Kerr's research supports and explains that looking up is good for our brains. This report includes a literature review of cutting edge, multi-disciplinary sources from around the world and explores seven key subject areas: eye gaze and engagement, abstraction and neurogenesis, lighting up our brains, solving complex problems, lived experience and memory, connection and connectedness, amplification and contagion.

When we look up, we enter the state of abstraction or 'daydreaming' conducive for creativity, problem solving and new insights. Our brain puts information together in new ways while improving our capacity to maintain a focused state of mind. We actually get better at thinking.

The Art & Science of Looking Up is an invitation to live life with a deeper connection to our surroundings. It is a gentle nudge and reminder for everyone to be present and engage with the world around them and the people with whom they share the world.

So, simply LOOK UP and out more often, and enjoy all the life-changing benefits this brings.

[Adapted from: <<https://theneurotechinstitute.com/2019/02/10/the-art-science-of-looking-up/>>]

**TEXT 3**

**GREAT THINGS HAPPEN TO YOUR BRAIN, & YOUR LIFE, WHEN YOU LOOK UP & OUT.**



**WHEN YOU DAYDREAM YOUR BRAIN FORMS ABSTRACT CONNECTIONS, CREATIVE IDEAS & AHA! MOMENTS**



**WHEN YOU LOOK UP & OUT AT THE WORLD AROUND YOU, YOU CAN BUILD NEW BRAIN**



**WHEN YOU LOOK UP YOU CAN INCREASE AWARENESS & ACCESS INSIGHT**



**WHEN YOU LOOK AT SOMEONE IN THE EYES YOU LIGHT UP EACH OTHER'S BRAIN**



**WHEN YOU LOOK UP & OUT IT CAN BUILD EMPATHY, TRUST, AND A SENSE OF HOPE & BELONGING**



**WHEN YOU LOOK UP IT LENGTHENS & DEEPENS YOUR VIEW SO YOU CAN THINK LONG TERM & BETTER SOLVE COMPLEX PROBLEMS**

**LOOKING UP & OUT TO CONNECT WITH THE WORLD AROUND US, & EACH OTHER, IS WHAT HUMANS ARE HARDWIRED FOR.**

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[Source: <[https://static1.squarespace.com/static/5b5fdb2af2e6b141ab1f2fa5/t/65137a631cea7b233ed2f60d/1695775361117/THE-ART-AND-SCIENCE-OF-LOOKING-UP-REPORT\\_2019.pdf](https://static1.squarespace.com/static/5b5fdb2af2e6b141ab1f2fa5/t/65137a631cea7b233ed2f60d/1695775361117/THE-ART-AND-SCIENCE-OF-LOOKING-UP-REPORT_2019.pdf)>]

**The Tenant***Na Ngulube*

There is no room for you  
in my heart. The only tenant  
who ever lived there left  
some luggage behind.

I didn't even evict her. She  
simply left without a word. 5

I keep hoping she will come  
back and collect the luggage  
or at least arrange for disposal  
clean out the place, throw out  
old memories. 10

I could possibly live with  
the marks on the walls. Some  
are completely indelible  
some I even like. 15

But you see I am afraid that  
if it all goes, what will I do  
with all that empty space.

[Source: Anthology *Clusters*, G. E. de Villiers]

**To me, fair friend, you never can be old***William Shakespeare*

To me, fair friend, you never can be old,  
For as you were when first your eye I eyed,  
Such seems your beauty still. Three winters cold  
Have from the forests shook three summers' pride;  
Three beauteous springs to yellow autumn turn'd                   5  
In process of the seasons have I seen,  
Three April perfumes in three hot Junes burn'd,  
Since first I saw you fresh, which yet are green.  
Ah, yet doth beauty, like a dial-hand,  
Steal from his figure, and no pace perceiv'd;                   10  
So your sweet hue, which methinks still doth stand,  
Hath motion, and mine eye may be deceiv'd:  
    For fear of which, hear this, thou age unbred, -  
    Ere you were born, was beauty's summer dead.

[Source: Anthology *Clusters*, G. E. de Villiers]



**For Oom Piet***Finuala Dowling*

When I was least happy in life  
 my daughter led me across the road  
 to a neighbour whom I did not know  
 with the purpose of a toddler  
 who does not see gates and fences 5  
 but the ducks and puppies  
 on the other side.

You spoke to me in the same low murmuring tones  
 you used for lame horses and bilious dogs.  
 Crops, flowers and poultry were our theme: 10  
 you made me tea and wiped the counter,  
 you said 'Foeitog' and 'I don't hope so.'  
 You guessed.

You told me I was beautiful,  
 in the courtly way of an old man. 15

One day when it rained  
 you phoned from your side and said  
 'I'm sending some ducks for Beatrix'  
 –you always called her 'Beatrix'-  
 out the window we saw them, 20  
 waddling over,  
 in the way of ducks  
 when directed by Oom Piet.

You moved and I moved, but one thing stays:  
 the sense of a rescue, somehow being saved. 25

[Source: Anthology *Clusters*, G. E. de Villiers]

**TEXT 4**

**FIRST STATEMENT**

**SECOND STATEMENT**

**"A" GAME**  
BRING YOUR ACCOUNTABILITY GAME  
EVERY MOVE  
FROM START TO FINISH MATTERS  
STRIVE EVERY DAY  
TO  
BEST YOUR BEST  
ACCOUNTABILITY AT NIKE

**OWNUP**  
RESPONSIBILITY DRIVES PROGRESS  
NO ONE EVER CLIMBED  
BY THROWING THEIR ARMS IN THE AIR  
RISE TOGETHER  
BY BEING ACCOUNTABLE TO YOUR COMPANY,  
YOUR COWORKERS AND MOST IMPORTANTLY  
YOUR SELF  
ACCOUNTABILITY AT NIKE

[Source: <<https://www.ericathedesigner.com/pitch-work-1/2015/6/26/nike>>]

TEXT 5



[Source: <<https://www.ash.fit/ashfitgallery/2018/11/13/nike-crazy-dreams>>]

TEXT 6



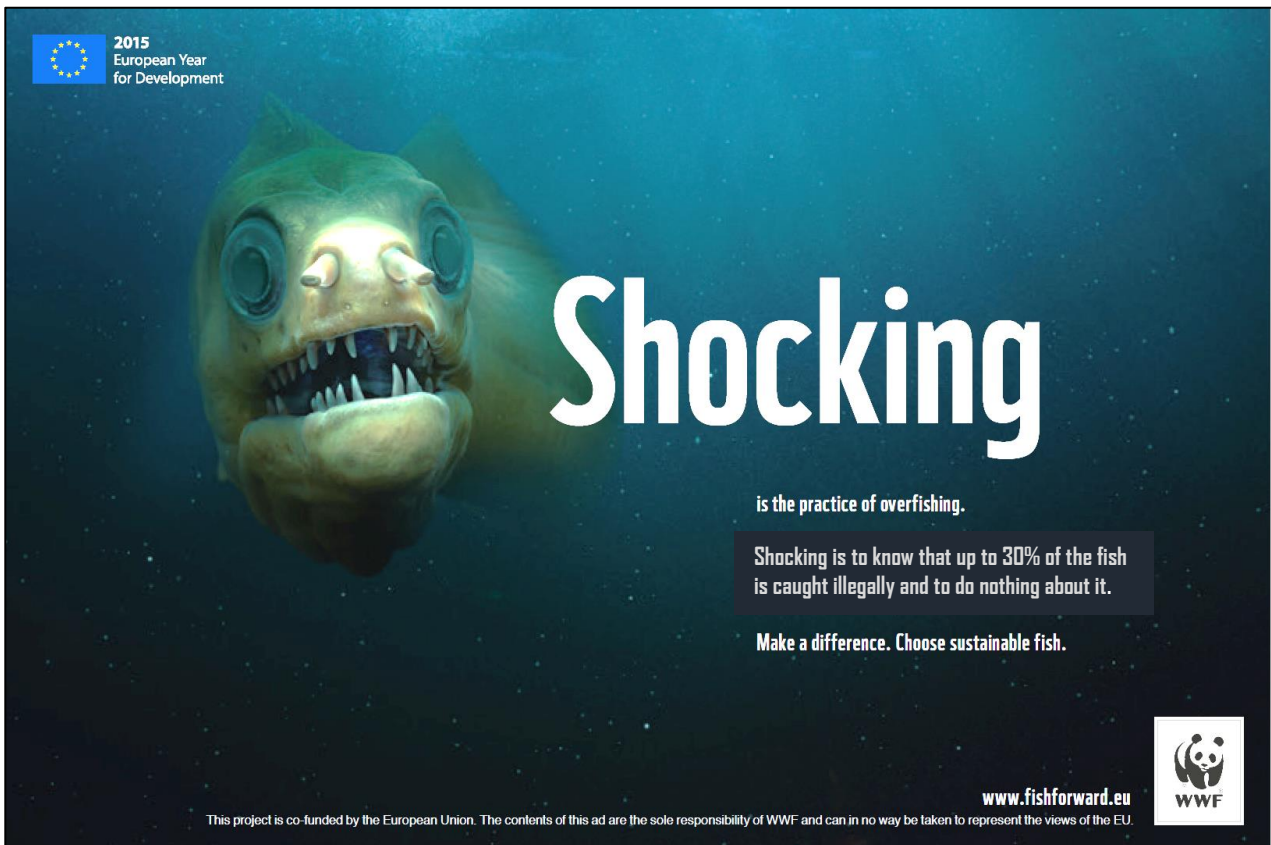
[Source: <<https://www.grantsnider.com/>>]

TEXT 7



[Source: <<https://7thpsycho.coffee/pages/talk-to-us-you-caffeine-psychopath-222>>]

TEXT 8



[Source: <<https://www.behance.net/gallery/32124609/WWFs-Fish-Forward-campaign-%28completely%29>>]

The text in small print reads as follows:

Shocking is the practice of overfishing.

Shocking is to know that up to 30% of the fish is caught illegally and to do nothing about it.

Make a difference. Choose sustainable fish.