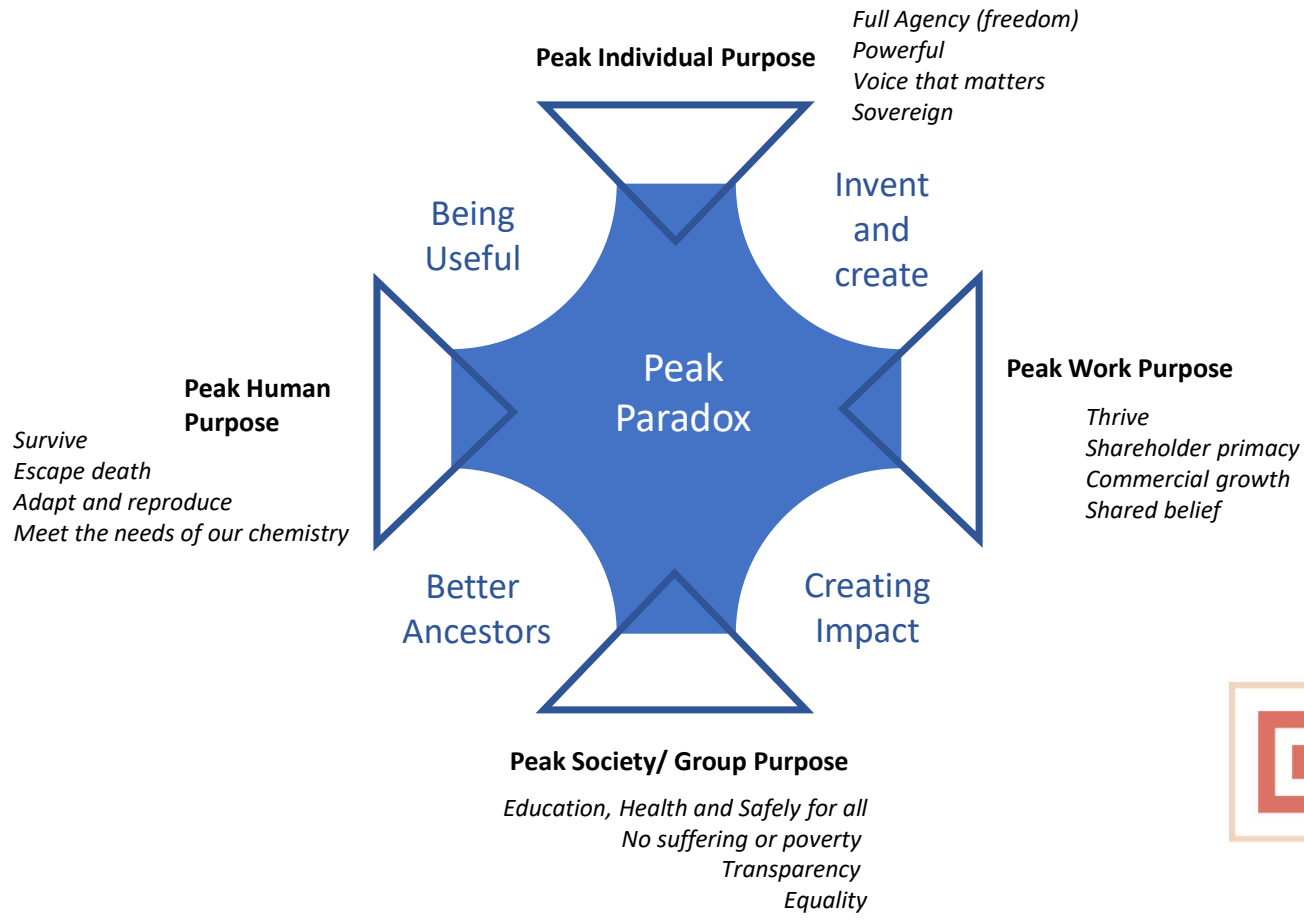


On discovering Peak Paradox

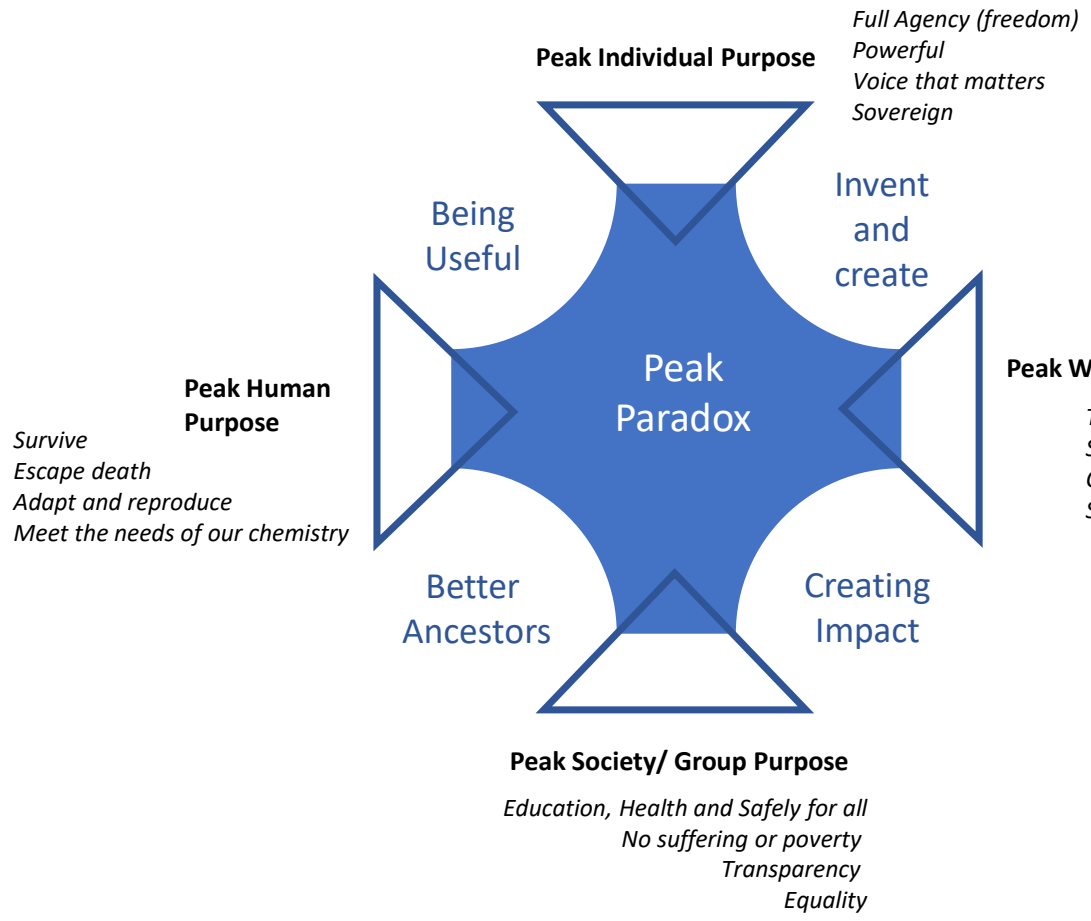
in everything where judgment is required



www.peakparadox.com

On discovering Peak Paradox

in everything where judgment is required



- Note:** Different purposes can have the same principles and values
- Note:** Peak means exclusive in single view so to avoid conflicts and compromises
- Note:** If there is no paradox, you are at the boundary edge of the peak where order is easy
- Note:** Peak paradox is the highest disorder
- Note:** We don't have 183 biases at one time, we have a few

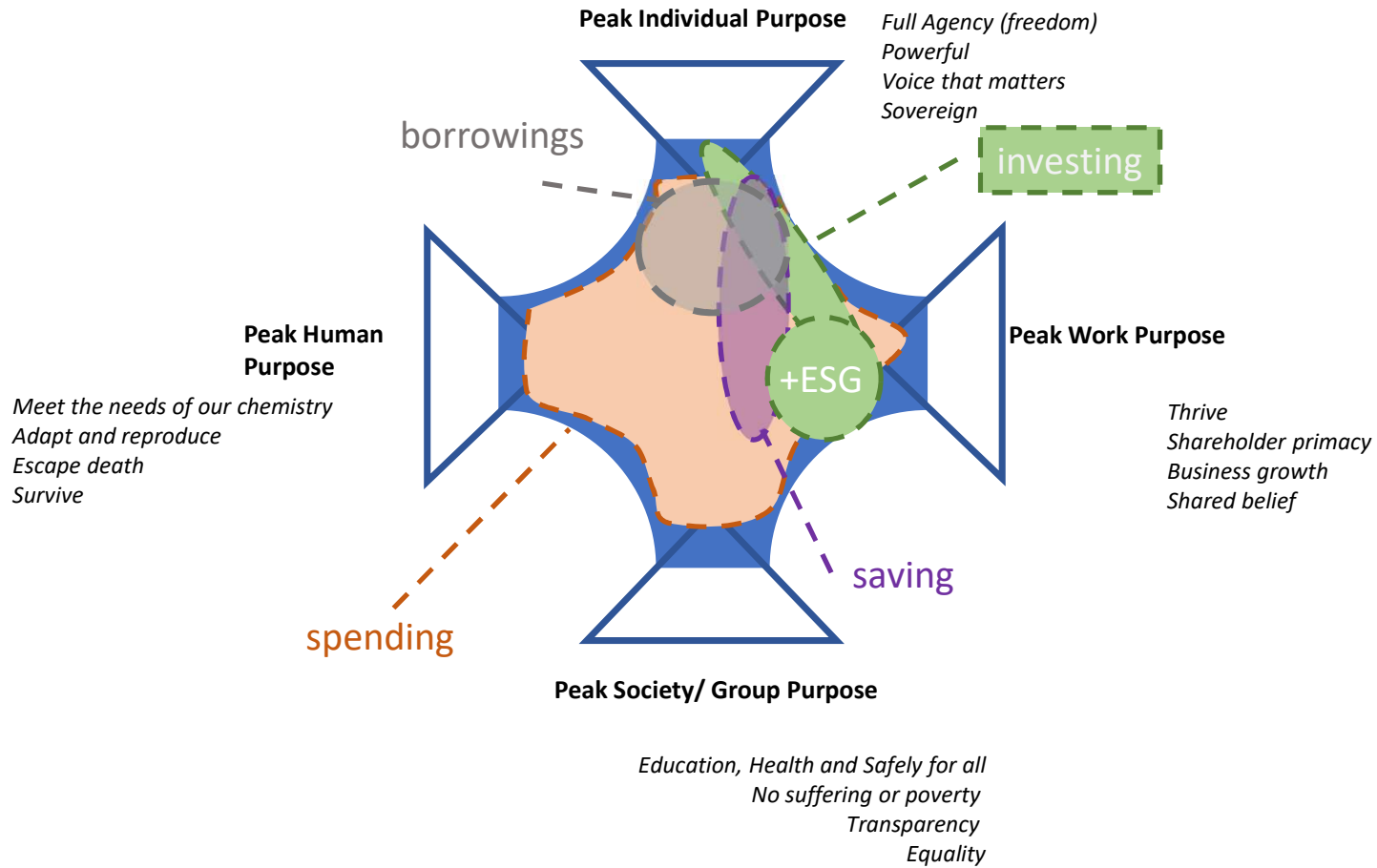


peak paradox

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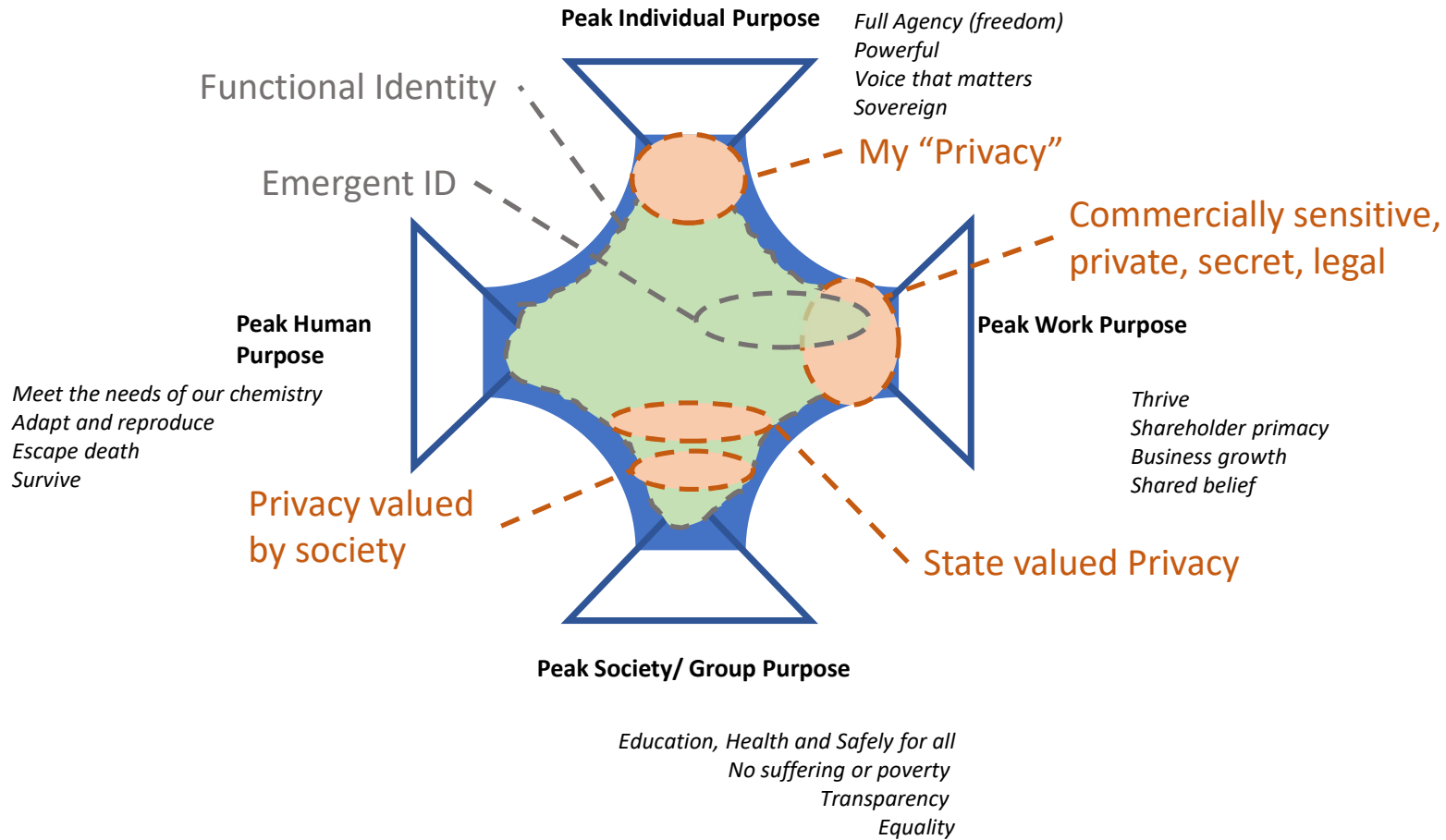
Mapping Financial Services

How do we deal with conflicts and compromise



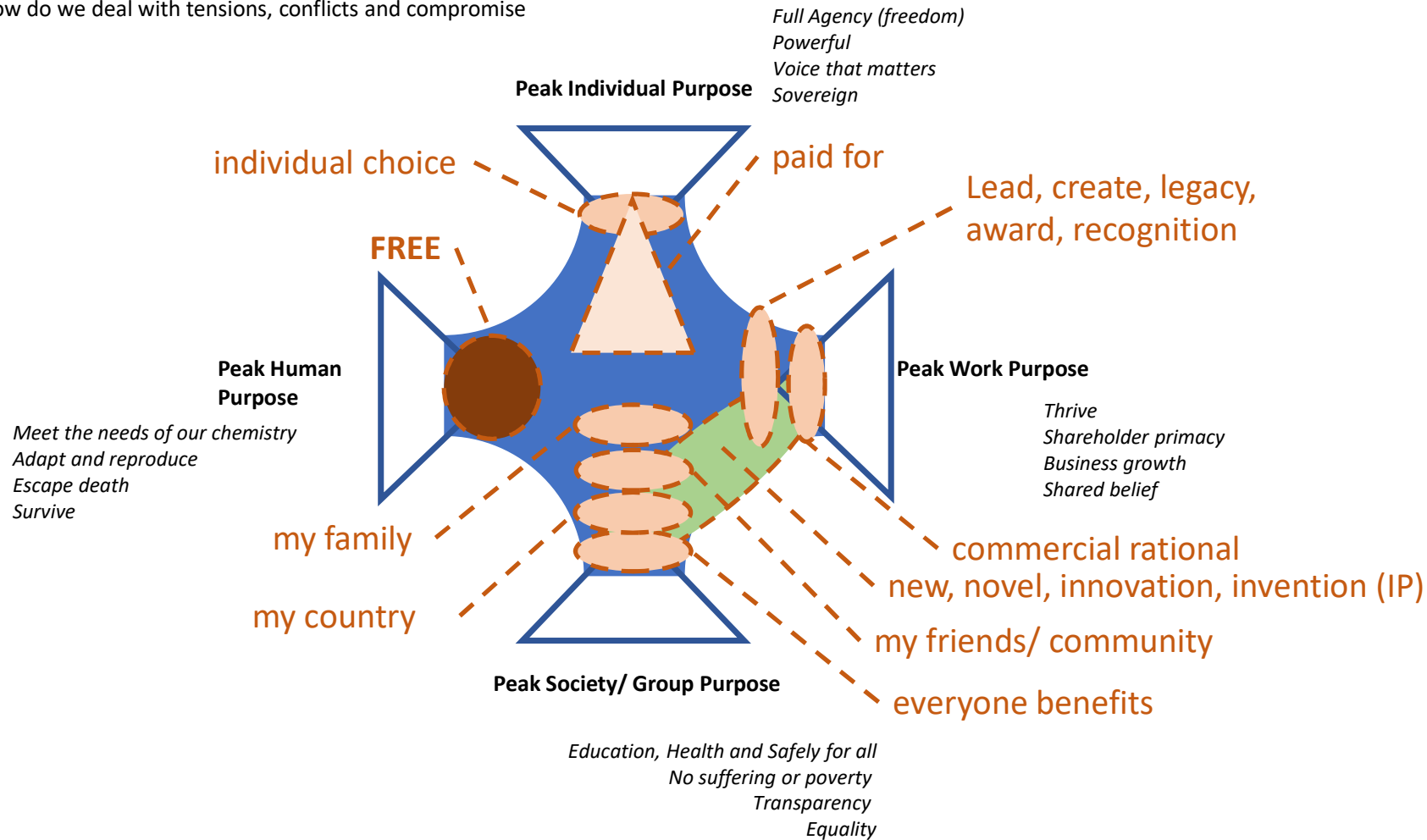
On Mapping Identity and Privacy

How do we deal with tensions, conflicts and compromise



On Mapping #vaccine

How do we deal with tensions, conflicts and compromise



On plotting “how to make better decisions”

As all parties are able to grasp the paradox in their own position, the result may be a weak decision. Endless discussion. Parties will predict unintended consequences and know that everyone is compromised and that no-one party can do better than another

*Full Agency (freedom)
Powerful
Voice that matters
Sovereign*

Simple decisions as less compromises to deal with personally, but likely more extreme and divisional opinions with others at different Peaks

Peak Human Purpose

*Survive
Escape death
Adapt and reproduce
Meet the needs of our chemistry*

Peak Work Purpose

*Thrive
Shareholder primacy
Commercial growth
Shared belief*

Peak Paradox

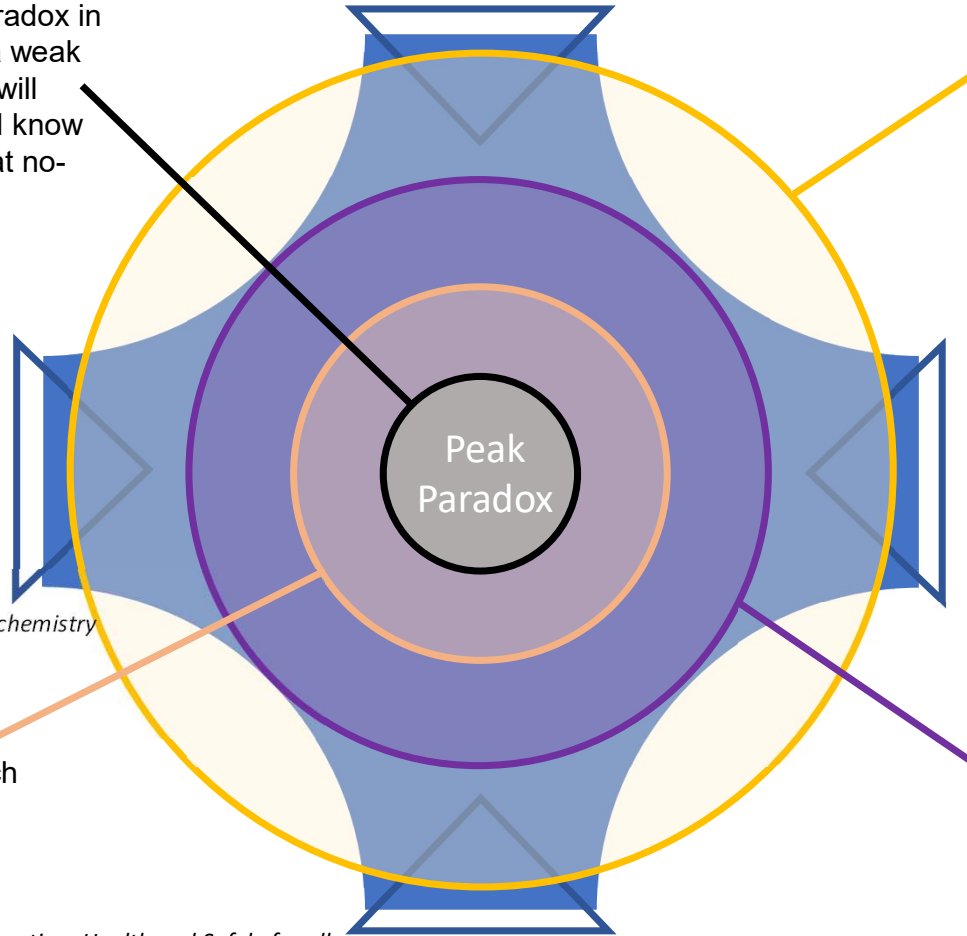
Difficult decisions as recognise others values which creates tensions but unlikely to compromise to create a unifying decision and prefer to stick with something that orientates towards their favoured Peak Purpose

*Education, Health and Safety for all
No suffering or poverty
Transparency
Equality*

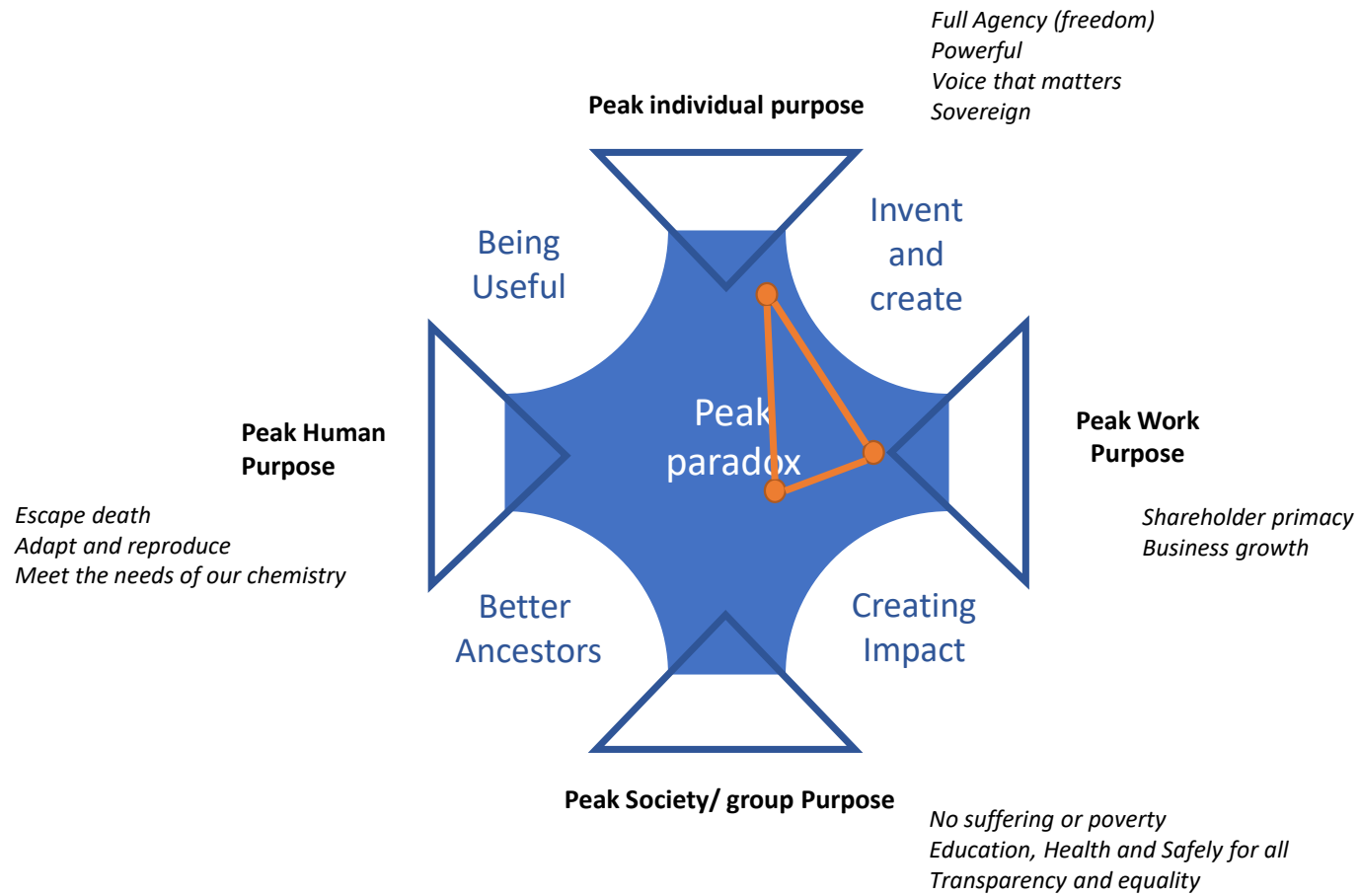
Peak Society/ group Purpose

Peak Individual Purpose

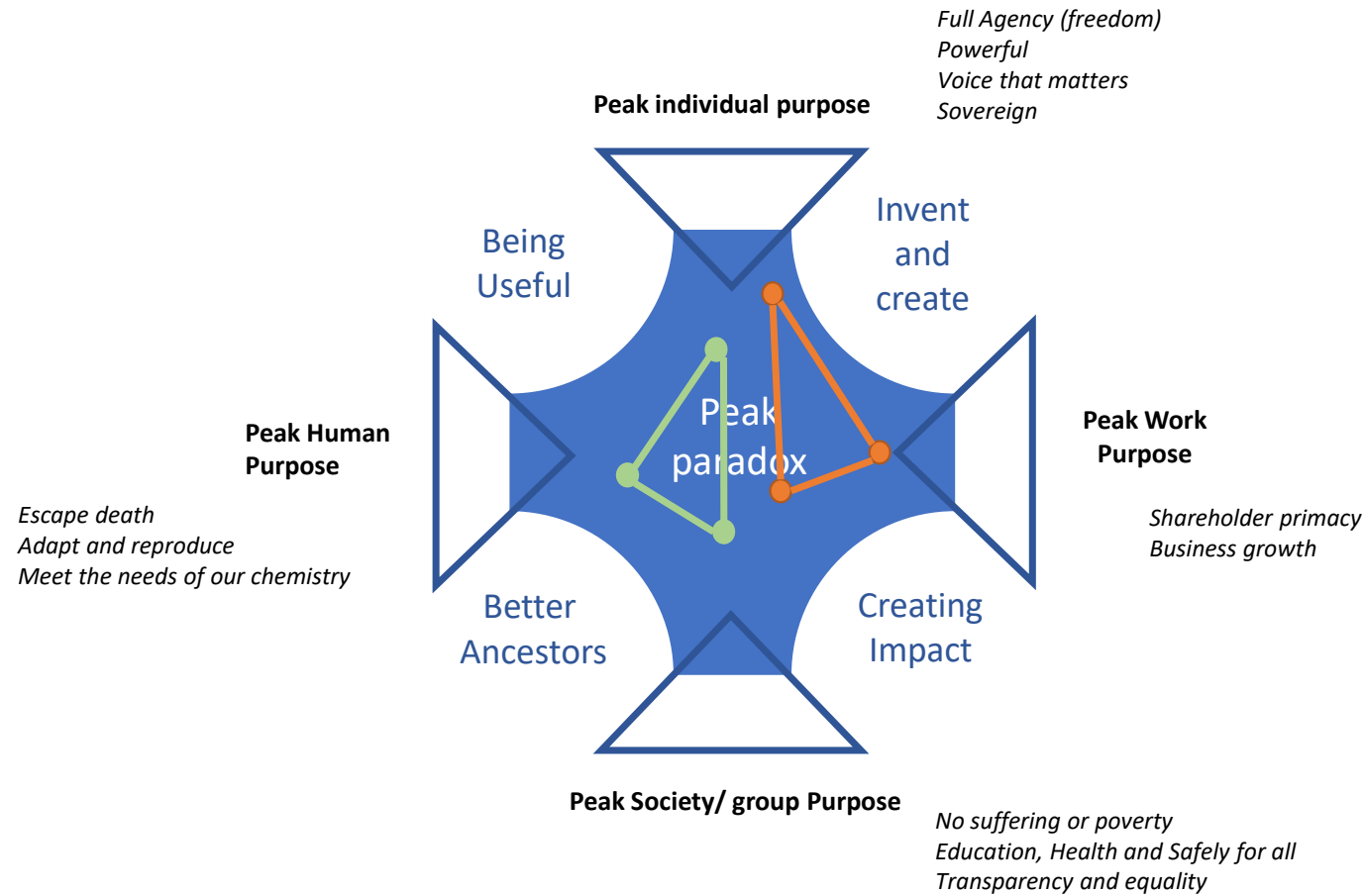
Hard fought complex decisions as individuals recognise others principles and recognises the need to satisfy. Each party willing to compromise to create a unifying decision, but one party gives more than the others which creates a compromise that has to be justified



Example – Delta Pension – your view



Example – Delta Pension – Partner View



Example – Delta Pension, IFA

