

THE NECESSITY OF STRANGERS

Nine Important and Fun Ideas for Companies and Their Leaders

1. **FRIENDS ARE OVERRATED.** Most people believe that friends and colleagues are critical to their success, but often they are a barrier to reaching our full potential.
2. **STRANGERS ARE VITAL TO INNOVATION AND SUCCESS.** When it comes to innovation and business success, strangers—and especially strangers who are very different than us—are key to stretching our best thinking and action.
3. **THE 99% RULE SHOULD BE OUR SECRET WEAPON.** Throughout the course of human history, 99% of all new ideas are based on the ideas, insights, and unique perspectives of others. This might be the most liberating idea in the history of innovation.
4. **EXPERTISE IS OVERRATED.** Most of us rely on, and often hide behind, our training and knowledge even when faced with the reality that there are powerful limits to all of our expertise.
5. **CURIOSITY IS THE SKILL THAT MATTERS MOST.** The real key to success is having a curious mind or mindset that challenges us to engage the world around us with a sense of openness, possibility, and purpose.
6. **OUR AVERSION TO STRANGERS IS REAL...AND LIMITING.** Whether we admit it or not, most of us are either wired or programmed to have a powerful aversion to people who are different than us...even people in our own organizations.
7. **RELATIONSHIPS MATTER.** While we all realize that building better relationships is important to learning and growth, we need to figure better ways to connect with, and be more helpful to, strangers.
8. **WORKPLACES RARELY UNLOCK OUR FULL POTENTIAL.** Most companies and organizations lack a clear idea of how to bring out the real genius and magic in their people, and especially the strangers they hire.
9. **WE CAN LEARN SOMETHING IMPORTANT FROM ANYONE ELSE ON THE PLANET.** Each day we pass by more than 100 people who could change our lives and the fortunes of the companies and organizations we work for, but we never make the time or effort to connect.