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Stop SIMPING for your goals! - Obliquity Book Review

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Here's what Kay has to say about all this: "Obliquity is the best approach whenever complex systems evolve in an uncertain environment and whenever the effect of our actions depends on the way in which others respond to them...Directness is only appropriate when the

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environment is stable, objectives are one-dimensional and transparent and it is possible to determine when and whether goals have been achieved.

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This is the concept of 'obliquity': paradoxical as it sounds, many goals are more likely to be achieved when pursued indirectly. Whether overcoming geographical obstacles, winning decisive battles or meeting sales targets, history shows that oblique approaches are the most successful, especial If you want to go in one direction, the best route may involve going in another.

Obliquity: Why Our Goals Are Best Achieved Indirectly by ...

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Obliquity Why Our Goals Are Best Achieved Indirectly by ...

Obliquity: Why our goals are best achieved indirectly is a book by economist John Kay. It was inspired by an observation of the successful pharmaceutical researcher, Sir James Black : [2] I used to tell my colleagues that if they wanted to make money, there were many easier ways to do it than drug research.

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Obliquity (book) - Wikipedia

Obliquity is the principle that complex goals are best achieved indirectly. This book explains why the happiest people aren't necessarily those who focus on happiness, and how the most successful cities aren't planned (look at Paris versus Brasilia). And if a company announces shareholder return as its number one goal, perhaps we should beware: the most profit-orientated companies aren't usually the most profitable.

Obliquity – Why our goals are best achieved indirectly ...

Here's what Kay has to say about all this: "Obliquity is the best approach whenever complex systems evolve in an uncertain environment and whenever the effect of our actions depends on the way in which others respond to them...Directness is only appropriate when the environment is stable, objectives are one-dimensional and transparent and it is possible to determine when and whether goals have been achieved.

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Obliquity: Why Our Goals Are Best Achieved Indirectly By John Kay Profile £10.99, 106 pages
FT Bookshop price: £7.99. The economist John Kay is one of the most eloquent and lucid prose stylists ...

Obliquity | Financial Times

Obliquity is the idea that complex goals are often best pursued indirectly. In general, oblique approaches recognise that complex objectives tend to be imprecisely defined. These

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objectives contain...

Think oblique: How our goals are best reached indirectly ...

In place of directly pursuing goals, Kay recommends leaders choose to obliquity. Obliquity describes the process of achieving complex objectives indirectly. Things cannot be understood well enough or remain stable long enough for a direct plan to work. The central idea of the book can be summed up.

Obliquity: Why our goals are best achieved indirectly ...

John Kay is a leading economist and Visiting Professor of Economics at the London School of Economics, a Fellow of St John's College, Oxford. He is a Fellow ...

TEDxWarwick - John Kay - Obliquity: How Complex Goals Are ...

Chapter 5 Objectives, Goals and Actions-How the Means Help Us Discover the End 46.

Chapter 6 The Ubiquity of Obliquity-How Obliquity Is Relevant to Many Aspects of Our Lives

53. Part 2 The Need for Obliquity: Why We Often Can't Solve Problems Directly. Chapter 7

Muddling Through-Why Oblique Approaches Succeed 67

Obliquity: Why Our Goals Are Best Achieved Indirectly by ...

To fit the world into a single model or narrative fails to acknowledge the universality of uncertainty and complexity. Goals are often vague, interactions unpredictable, complexity extensive, problem descriptions incomplete, the environment uncertain. That is why obliquity

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comes into play.

Obliquity: Why Our Goals Are Best Achieved Indirectly

And our unpredictable interactions with other people and the world at large mean that the path to our goals-and sometimes the goals themselves-will inevitably change. We can learn about our objectives and how to achieve them only through a gradual process of risk taking and discovery-what Kay calls obliquity.

Obliquity: Why Our Goals Are Best Achieved Indirectly: Kay ...

Like. “ Art, ” said Picasso, “ is a lie that makes us realize the truth. ” . John Kay, Obliquity: Why Our Goals Are Best Achieved Indirectly. 0 likes. Like. “ Success depends on the flair, skills and initiative of people who cannot be effectively supervised. ” .

Obliquity Quotes by John Kay - Goodreads

Kay illustrates how setting goals of quality rather than quantity often contributes to success and happiness in business and in life. He then goes on to point out many of the traps and pitfalls associated with a more direct approach to achieving one's goals. Counterintuitive, and yet grounded in common sense, Obliquity will change the way we think about success and how it is achieved.

Obliquity (Audiobook CD) | Pima County Public Library ...

Kay also shows us how to acknowledge our limitations, redefine our goals to fit our skills,

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open our minds to new data and solutions, and otherwise live life with obliquity. This bracing manifesto will convince listeners-or confirm their conviction-that the best route to satisfaction and success does not run through the bottom line.

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