



## **The things we know**

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Once upon a time there was a person who didn't know what they didn't know but dreamed of one day becoming someone who knows the things you need to know, in order to become an important person in the know.

So, they attended a school in the know, in the hope they would discover what they needed to know, to be able to teach new ideas that they believed were so important people would want to know.

Unfortunately, the school also didn't know what they didn't know, but knew that as long as they pretended to know about things that people wanted to know, people would still keep paying to attend such places in the know.

And so, armed with a qualification that proved they had the know, this person started working, with just enough knowledge to make it sound like they were in the know, but not enough to know that they didn't actually know what they thought they knew.

Soon they met others who also didn't know what they didn't know and armed with a shared sense of ignorant belonging started promoting what they collectively didn't know with confidence and passion.

This of course attracted the attention those who kind of suspected that they didn't know, what they didn't know but decided that any person with that much self-assurance, with a qualification from a school that knows things, must of course be in the know.

Eventually this person who didn't know what they didn't know earned a position of power and started selling their own ideas about knowing to entice people who were also desperate to know, what they needed to know, in order to also become important people in the know.

Of course, some people suspected that the new person in the know might not know what they didn't know and voiced their concerns, but because they didn't go to a school in the know, had their ideas dismissed as if they didn't know what they needed to know in order to have an opinion on someone supposedly in the know.

And so, the cycle continued. People who didn't know what they didn't know, attracting other people who didn't know what they didn't know, learning just enough to make it sound like they knew, and then graduating and going out in the world promoting their vast knowledge of not knowing what they didn't know.

Proving once and for all that sometimes success is not about what you know, or who know, but rather about convincing people that you know more than you know. Because unfortunately it seems we live in a world where people are so desperate to be right, they're too afraid to admit that they actually don't know what they don't know.

They just don't want anybody to know about it.