



## daily GOOD

If you want to go in one direction, the best route may involve going in the other. Paradoxical as it sounds, goals are more likely to be achieved when pursued indirectly. So the most profitable companies are not the most profit-oriented, the richest people are not those most interested in money and the happiest people are not those who make happiness their main aim. The name of this idea? Obliquity. --John Kay

### **The Other Direction**

### **Be The Change:**