

Hack

Use the familiar to explain the unfamiliar

List personality traits

The main characteristics of my idea are ...

Find close cousins

Familiar things that share some of those characteristics are ...

Connect

[new idea] is like [familiar idea].

Hack

How good was NBA star Michael Jordan?

List personality traits

Incredibly skilled, best defender, best offensive player, champion, idol

Find close cousins

Star, superstar, greatest of all time, king, leader, sun, god.

Connect

"God disguised as Michael Jordan."

– Larry Bird

Hack

Explain how healthcare works.

List personality traits

Multiple players. Each depend on the others.
Complex relationships. Differing goals.

Find close cousins

Family, football team, military unit, symphony orchestra, ecosystem.

Connect

Healthcare is like an ecosystem. If you minimize one player, the rest collapses. We must find solutions that work for patients, payers, regulators, Pharma, and investors.

Hack Tips

Art, not science

Focus on shared characteristics and gloss over differences.

Frameworks

... is like ...

How a ... is like how a ...

You are as ... as a ...

Shortcut

No time to create your own analogy?

Search for your analogies, metaphors, and quotes at www.brantio.com

Warren Buffet

Healthcare costs

“Soaring healthcare costs are like a hungry tapeworm on the American economy.”

Time

“Time is the friend of the wonderful company, the enemy of the mediocre.”

Personal health

"Imagine that you had a car and that was the only car you'd have for your entire lifetime. Of course, you'd care for it well, changing the oil more frequently than necessary, driving carefully, etc. Now, consider that you only have one mind and one body. Prepare them for life...A person's main asset is themselves, so preserve and enhance yourself."

Planning

“Someone's sitting in the shade today because someone planted a tree a long time ago.”

Pharma CEOs

Pushing back on pricing

“Describing moderate-to severe AD (atopic dermatitis) as a simple “skin rash” ... [is like] characterizing AIDS as a “little infection.” ... many describe AD as having poison ivy over much of their body that never goes away.” - Regeneron CEO Schleifer

Battling perfectionism

“Better a diamond with a flaw than a pebble without.” - Confucius

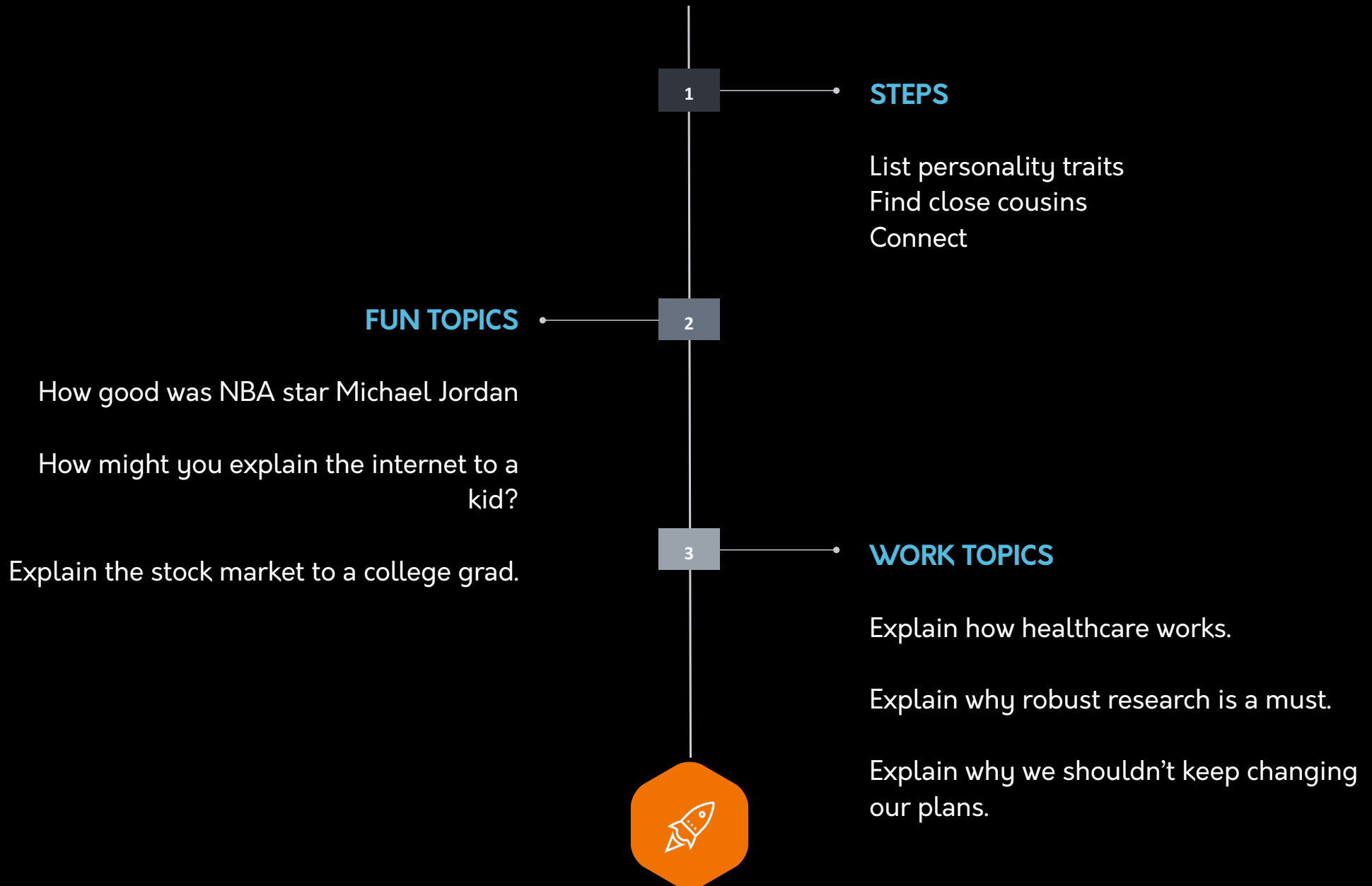
Diagnosing diseases

How a doctor diagnoses diseases is like how a detective investigates crimes.

Metaphors

“The greatest thing by far is to be the master of the metaphor.” - Aristotle

Practice



You did it!

You didn't have to download this packet.
To read this far. To take time and more
importantly, attention, out of your day.

But you cared. Cared enough to want to
make a difference.

The world needs more people who care
like you. To step up. To take the leap.

With gratitude.

- Anwell Tsai
Founder and CEO of Brantio
www.brantio.com

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