

DON'T PANIC.

Rory Sutherland

Brussels 2026



Ogilvy

BEHAVIOURAL SCIENCE.

NETWORK THEORY.

HERD EFFECTS



The mind is divided, like a rider on an elephant, and the rider's job is to serve the elephant. The rider is our conscious reasoning-the stream of words and images of which we are fully aware. The elephant is the other 99 percent of mental processes-the ones that occur outside of awareness but that actually govern most of our behavior.

— *Jonathan Haidt* —

AZ QUOTES



seb w



Rude obnoxious place, trying to be something it's not

Review of Milsoms Kesgrave Hall



Reviewed Jul 6, 2025

We were here for my mother in laws birthday drinks and meal. Having got there early for a drink we sat in the lounge they firstly denied us eating any starters in the lounge whilst we waited even though afternoon tea was being served on the table next to us. We then wanted to move outside as the weather had perked up from earlier rain. Milsoms staff wouldn't come and wipe the chairs and table dry for us or even offer us blue roll tissue to do it ourselves. We won't be returning to milsoms the staff are rude and obnoxious. Please avoid if could rate it 0 I would

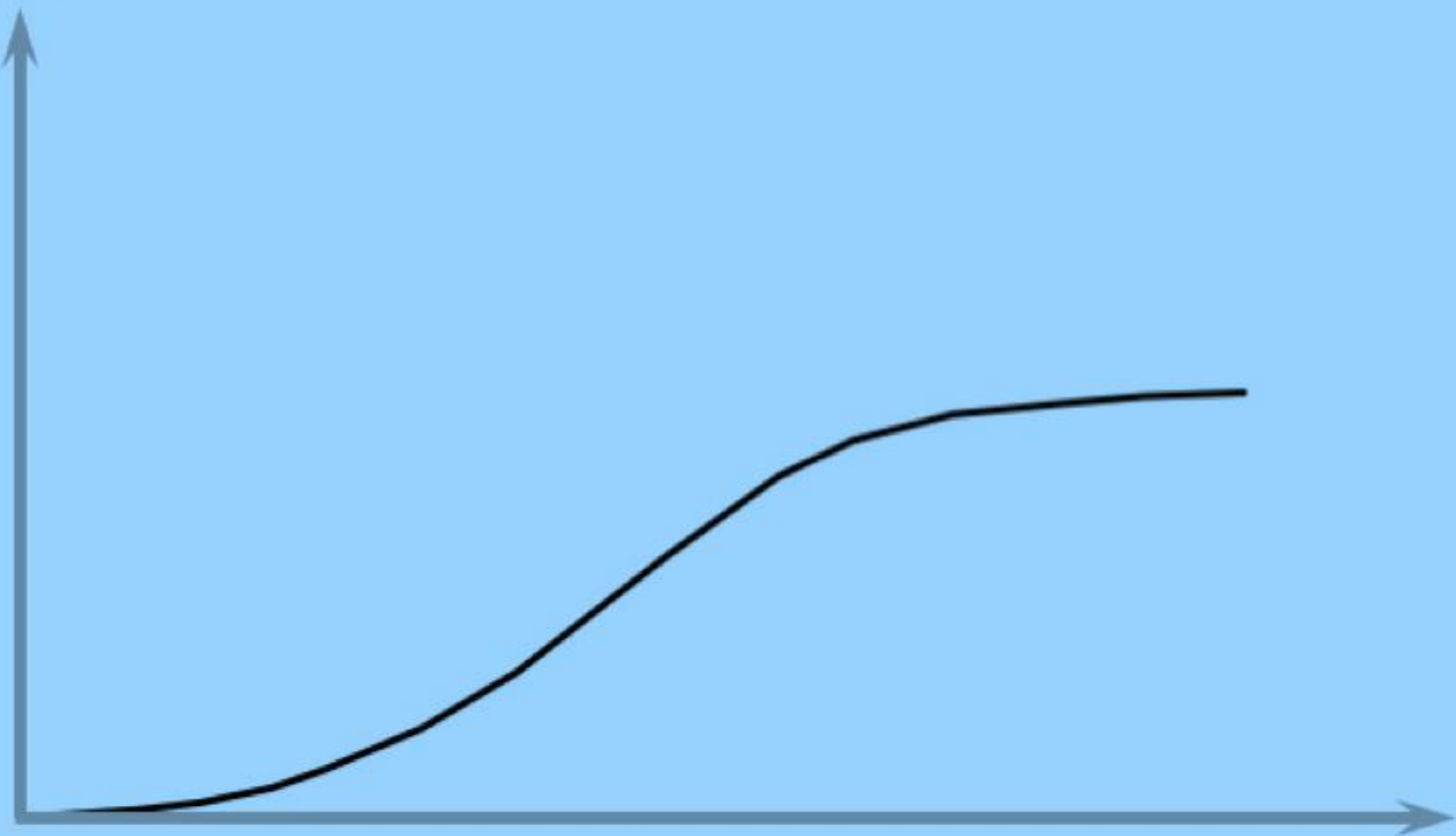
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Date of stay: July 2025

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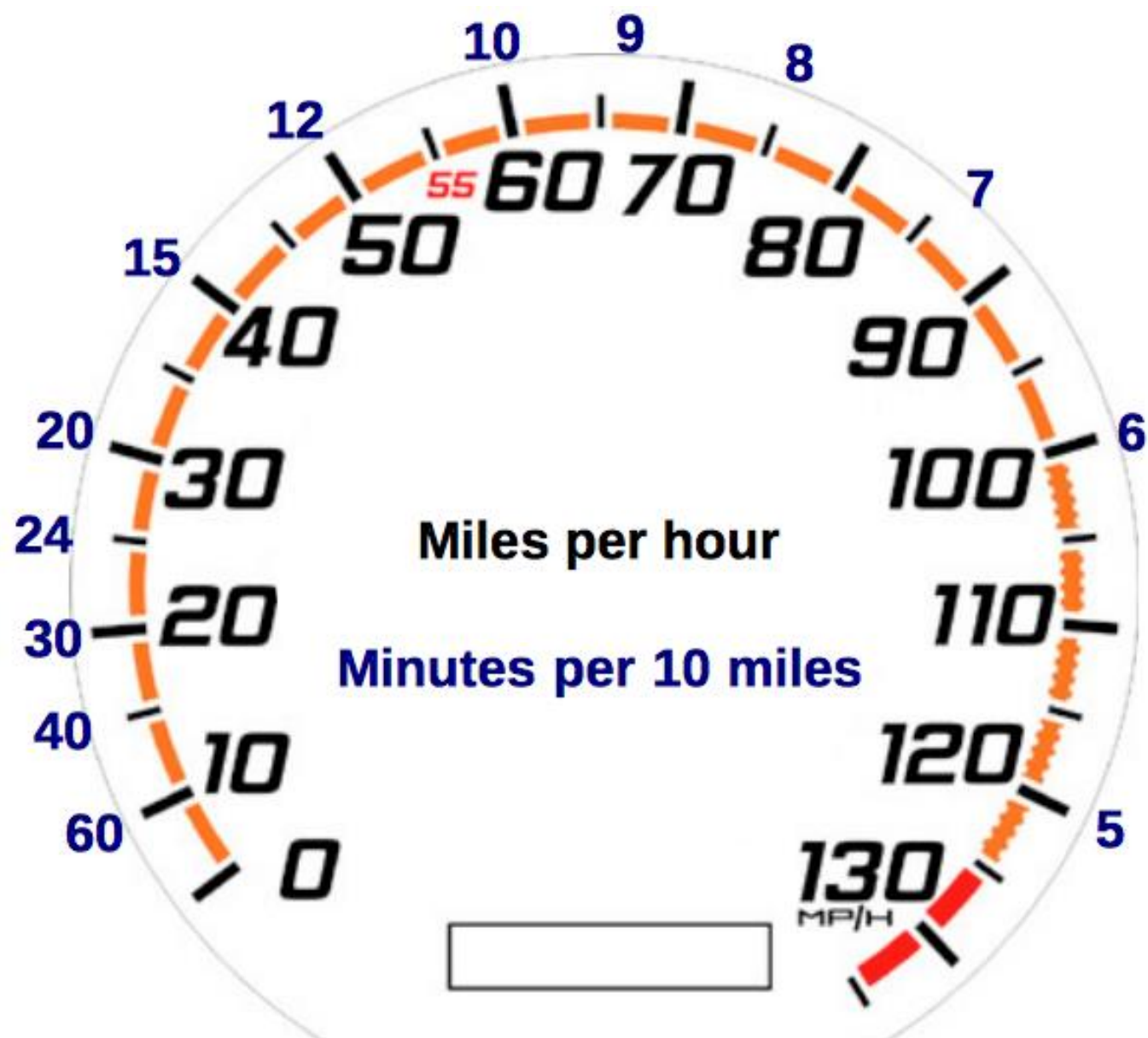








RANGE / ANXIETY.

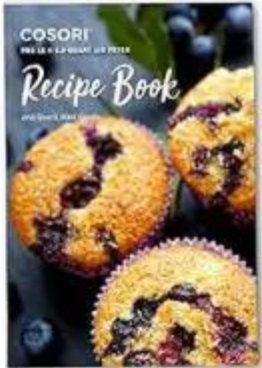




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ビデ

リズム

強
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弱

温水

暖房

Sunwash

Rather than trying to change the world, we can change how people see the world.

When people see the world differently, they behave differently. That then changes the world.

MAD// Masters

Created by

Rory Sutherland

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