

# Join the conversation: The Enhanced Thinking Campaign

**This February, we're launching our Enhanced Thinking Campaign. It's about bringing people together who want to help each other think better – as individuals and as a society.**

Everyone thinks differently. Our backgrounds, experiences and conversations all shape how we see the world and think. Through this campaign, we want to hear from people from all walks of life and share real stories about how we think and make sense of things.

**If you'd like to take part, you might enjoy reflecting on some of the questions below.** There are no right or wrong answers – we're simply interested in your thoughts and experience.

1. How would I explain what thinking means to a child and a peer of mine?
2. What types of thinking (e.g. critical, creative, systems, reflective, problem-solving, decision-making, etc.) do I believe are important to know about?
3. What do I believe are the most important things that every person should know, be able to do and have in order to think well? What about for those who lead governments and large organisations?
4. Looking back, what people, experiences, information and/or tools have had the biggest positive impact on how I think and my ability to think well?
5. What has negatively shaped my ability to think well? What has hindered my capacity to think well?
6. What do I tend to think about on a weekly basis about - myself, my loved ones, my friends, my boss / team / colleagues, my industry, my country and community, the planet, the future? What don't I tend to think about but would be beneficial if I did? What patterns do I see?
7. What kinds of things do I usually talk about with family and friends? What about at work? What patterns do I notice?
8. How would I describe my own thinking style? What feedback do my stakeholders give me about my thinking? Where do they believe I could improve?
9. What practices do I have in place to assess and strengthen my ability to think well, on an ongoing basis?
10. Who do I turn to when I need help thinking things through, and why?
11. How do I help others – family, friends, children, colleagues – to think things through or make decisions?
12. If I had to rate my overall thinking ability from 1 to 10 (where 10 is excellent), what would I choose – and what could help me improve? How am I using AI to enhance my thinking?

## Want to get involved?

If you're happy to share your answers anonymously, or if you'd be open to being interviewed, we'd love to hear from you.

Please contact Rob Frost at [Rob@maximy.life](mailto:Rob@maximy.life).

Everyone's perspective matters – and your way of thinking could help someone else see things differently.