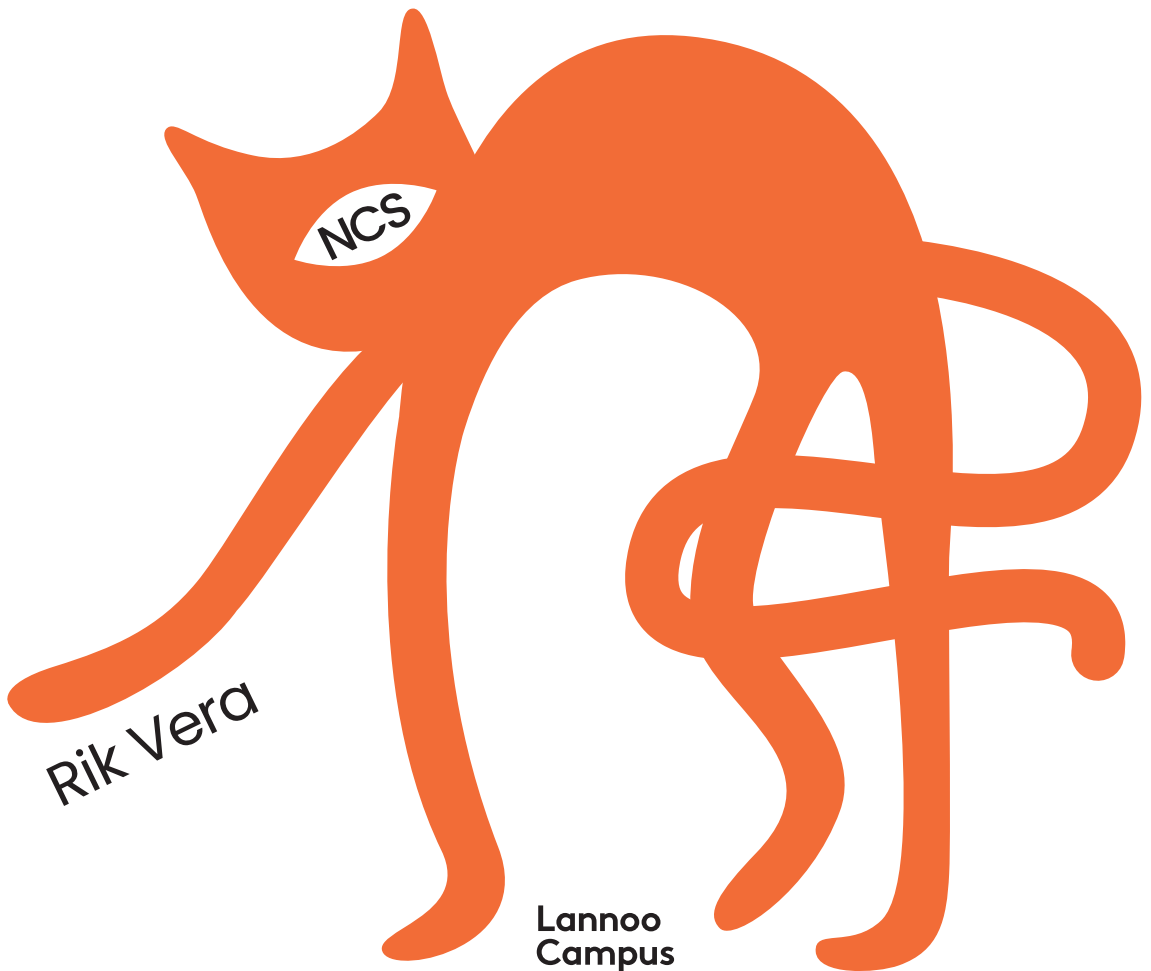






# Net Curiosity Score

Boost your Innovation  
with this New KPI



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## Foreword

*The cure for boredom is curiosity. There is no cure for curiosity.*

Welcome! You've picked up this book, and here you are, reading it – exactly what I hoped would happen. You started with the word 'welcome', and now look at you – already more than 30 words deep on the first page! Pretty soon, you'll be flipping through pages two, three, and four. If I've done my job right, you'll keep going, curiosity in full gear, all the way to the very last word. And trust me, that final word isn't what you expect in a business book.

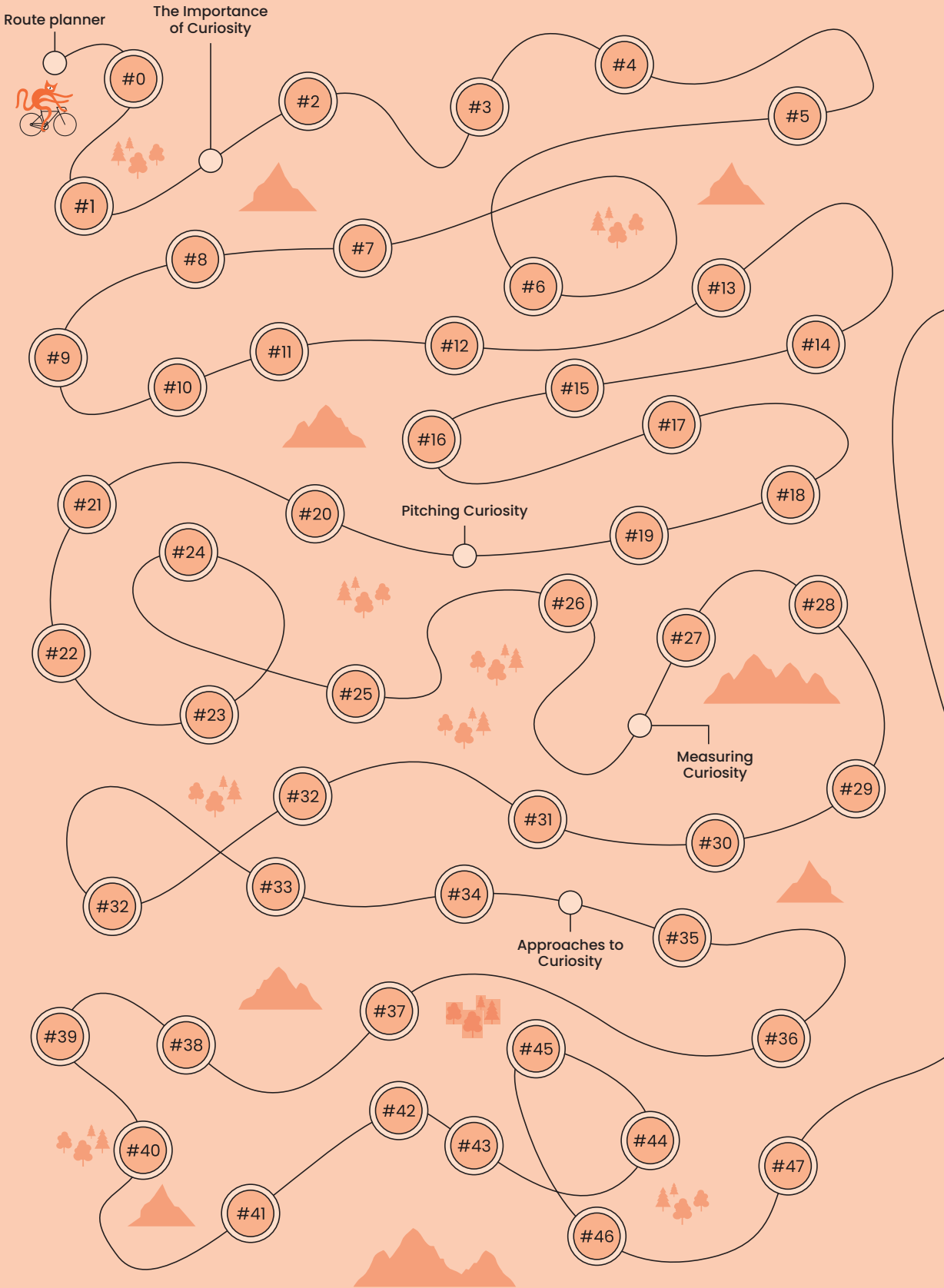
Now, chances are you've just skipped ahead to check out that last word (go ahead, I won't judge). And when you did, you probably thought, "Huh, that was unexpected." If you haven't done it yet, don't worry, you might still. That's curiosity at work. And that's exactly the point – there's no rule saying you need to read this book from page 1 to page 2 to page 3. You can do that, of course, but if you feel like jumping around, be my guest. Curiosity is your guide.

I had a blast writing this book about the Net Curiosity Score (NCS). That wasn't always the case with my other writing projects. My first book? That was pure torture. I've always loved playing with language and writing short pieces. But a book? That's a whole different beast, and taming it was tough. It turns out a book needs structure and chapters – things my brain doesn't naturally do. It was like trying to fit my wild, bubbling thoughts into neat little boxes. Painful. (By the way, I'll explain later why what looks like chaos in my head isn't actually chaos at all. Stick around for that.)

Now, let me tell you what I do instead – keynotes. I've done over 1,600 of them. Easy, no pain, and structured. But here's the thing: keynotes and books? Totally different animals. A keynote is like a short story, a blog post, or a LinkedIn article. I can whip one up without breaking a sweat. Plus, every keynote is unique, shaped by the audience and the moment. In a talk, I can make mental leaps that wouldn't work in a book. And, I get to tweak a keynote endlessly – it's never really finished. A book, though? It's locked in place. Once it's done, it's done.

Bicycle Route Network 'Route Planner'





Paradox

Promoting Curiosity

Curiosity as a Necessity

Roadblocks Ahead

Is the Light Green, Orange, or Red?

Red, Orange, and Green Companies

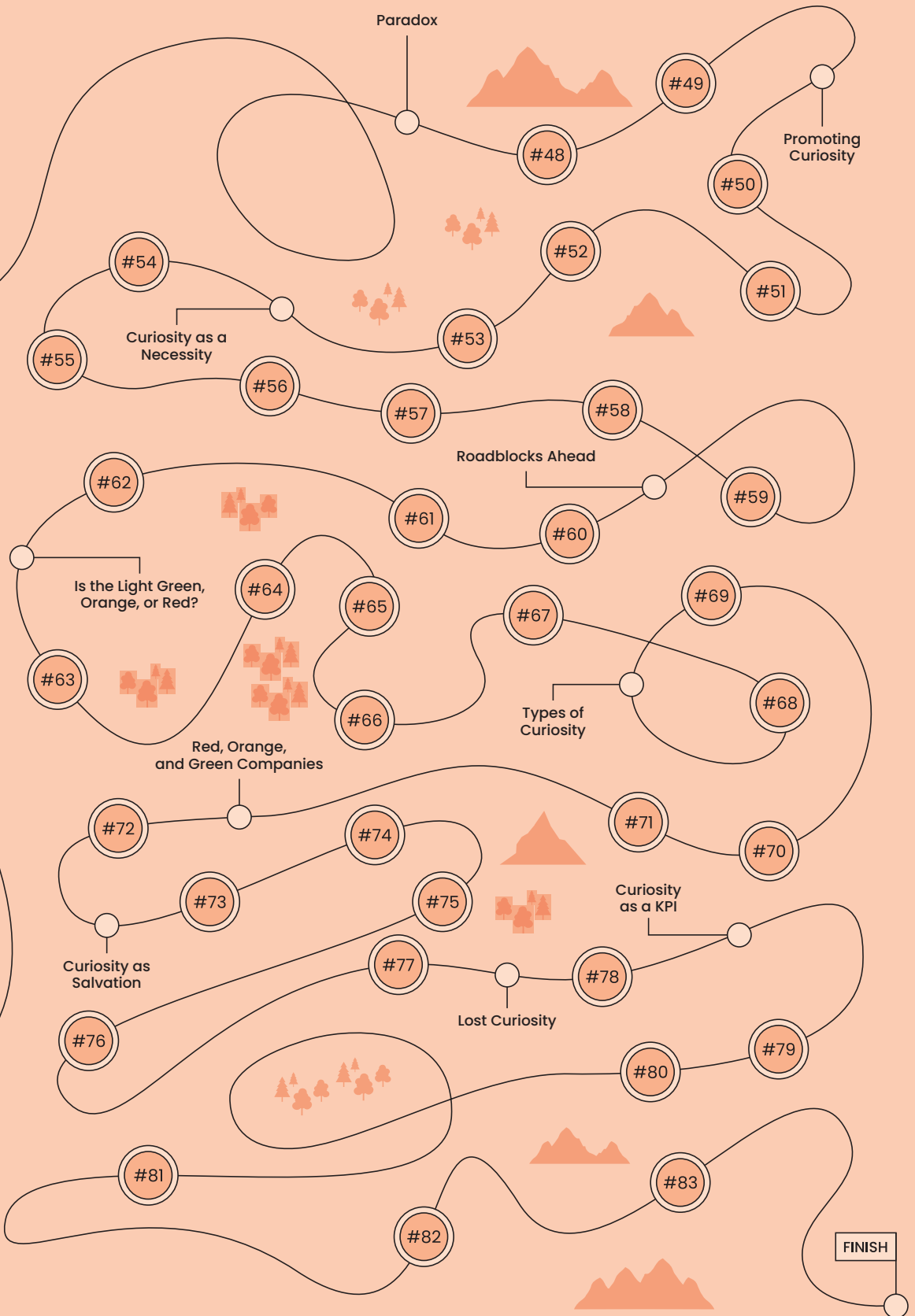
Types of Curiosity

Curiosity as Salvation

Curiosity as a KPI

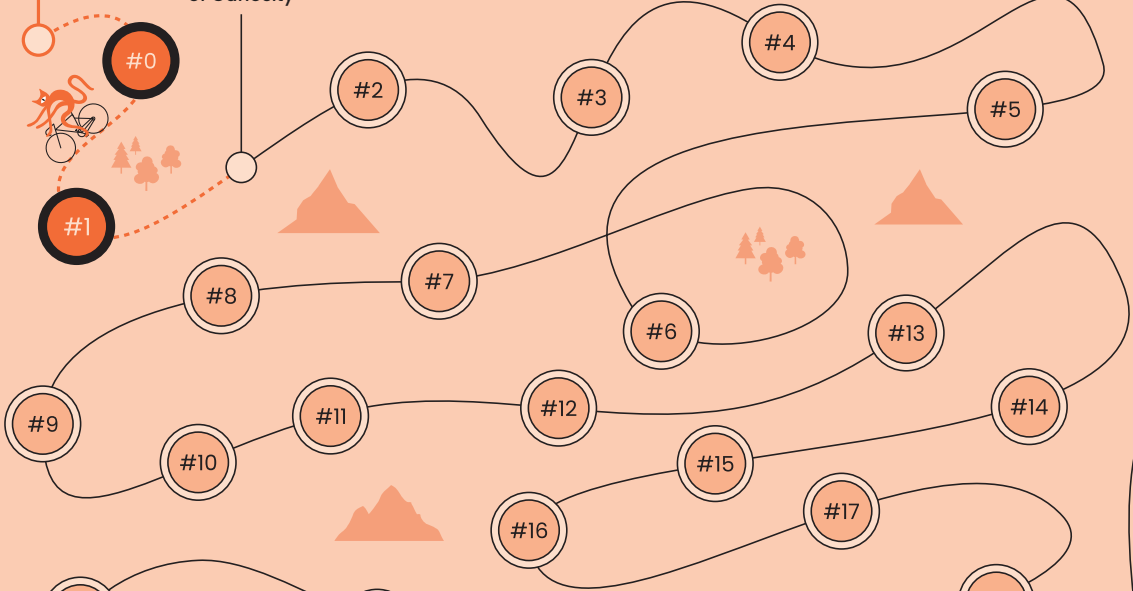
Lost Curiosity

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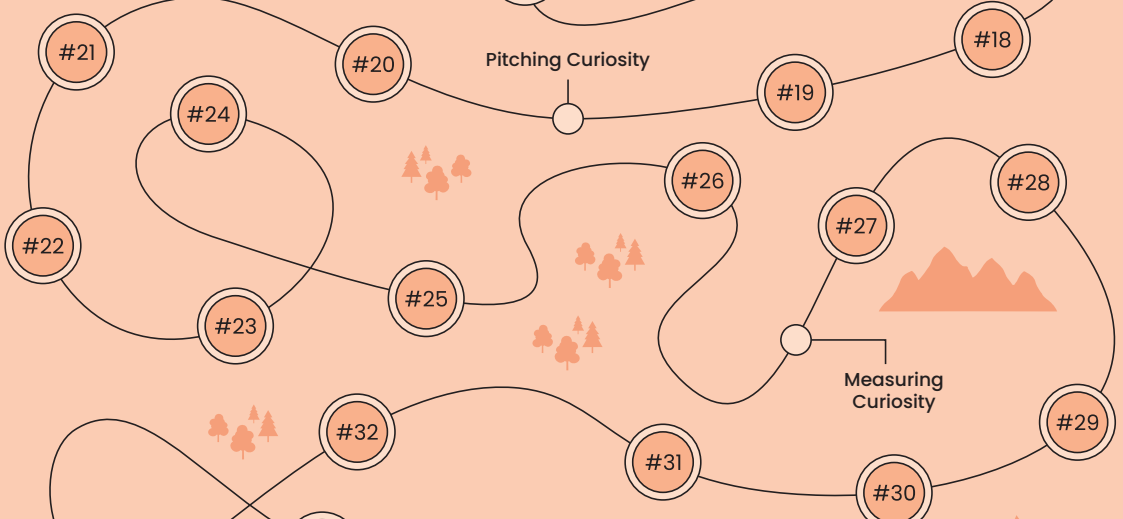


Route planner

The Importance of Curiosity



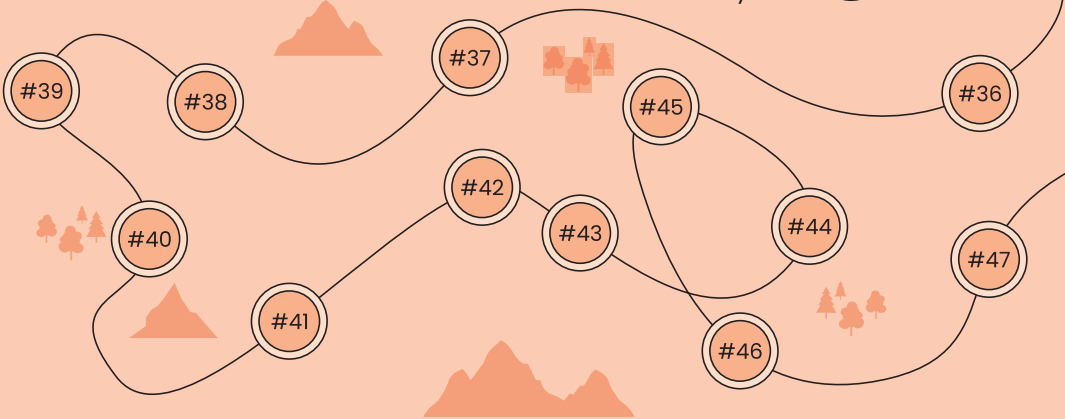
Pitching Curiosity



Measuring Curiosity



Approaches to Curiosity





# Bicycle Route Network 'Route Planner'

## #0 Cycling Junctions

At the start of 2024, I decided to ditch the traditional chapter format and write this book as one continuous flow, from start to finish. Naturally, this gave my publisher a minor heart attack. So, to prevent a meltdown, I came up with a compromise – a structure that balances my chaotic brain (and let's be real, reality itself) with the order that a book demands. After a bit of awkward fumbling – I'm not exactly great at explaining these things – I wrote to my publisher about my brilliant idea.

What's this delightful plan, you ask? Well, it's a book you can read however you like: front to back, skipping around, or – wait for it – **through a network of 'junctions'**, just like the cycling routes that crisscross the Netherlands and Belgium. These bike networks let you pick your own path, hopping from junction to junction, creating your own adventure. At each intersection, you'll find a numbered sign pointing the way. You decide which junctions to follow and in what order, choosing the length and scenery of your ride.

As you can see from this book, the publisher agreed to my plan (probably after a lot of deep breathing).

→#1

## #1 *Mulholland Drive and The OA*

Once I committed to writing the way I think – in short bursts, like pebbles dropped into your stream of consciousness, causing ripples – I started justifying this approach to myself. It's what we humans do, right? Rationalise our crazy ideas. What I'm trying to do with this book (and I think I'm succeeding) is show you how curiosity influenc-

es everything: creativity, innovation, resilience, adaptability, leadership, organisational culture, marketing, sales, and yes, even profitability. This format fits that goal perfectly.

Here's why:

1. *Accessibility*. Short chunks of text that fit into the busiest schedules. You can read a quick piece during a coffee break or on your commute. I'm not stealing your time, I'm filling in the gaps.
2. *Engagement*. Curiosity is a powerful motivator. Each section is a fragment of the larger puzzle, and as you put the pieces together, your curiosity will pull you along.
3. *Diversity of Perspectives*. I get to jump around and offer different angles on curiosity, creativity, and innovation. This isn't a one-size-fits-all business book. There's something here for everyone.
4. *Cohesion*. While each piece stands on its own, they all come together to form a bigger picture. It's your job to connect the dots and create that picture.
5. *Different*. Let's face it – this book is different. It pushes the boundaries, steps beyond them, and dares to challenge the usual business book format.

I'm a huge fan of the movie *Mulholland Drive* and the Netflix series *The OA* – both brilliant, both maddening. Neither follows a conventional storyline. I've watched *Mulholland Drive* over 70 times (well, it feels like it), and I still don't fully get it. Eventually, I realised the movie only makes sense when you stop trying to 'watch' it and instead become a co-creator. It's uncomfortable, and I love that. *The OA*? Same deal. The series doesn't let you sit back and relax – it messes with your brain, breaking every TV rule there is. Episodes vary wildly in length, the plot makes zero sense at times, and yet it keeps you hooked.

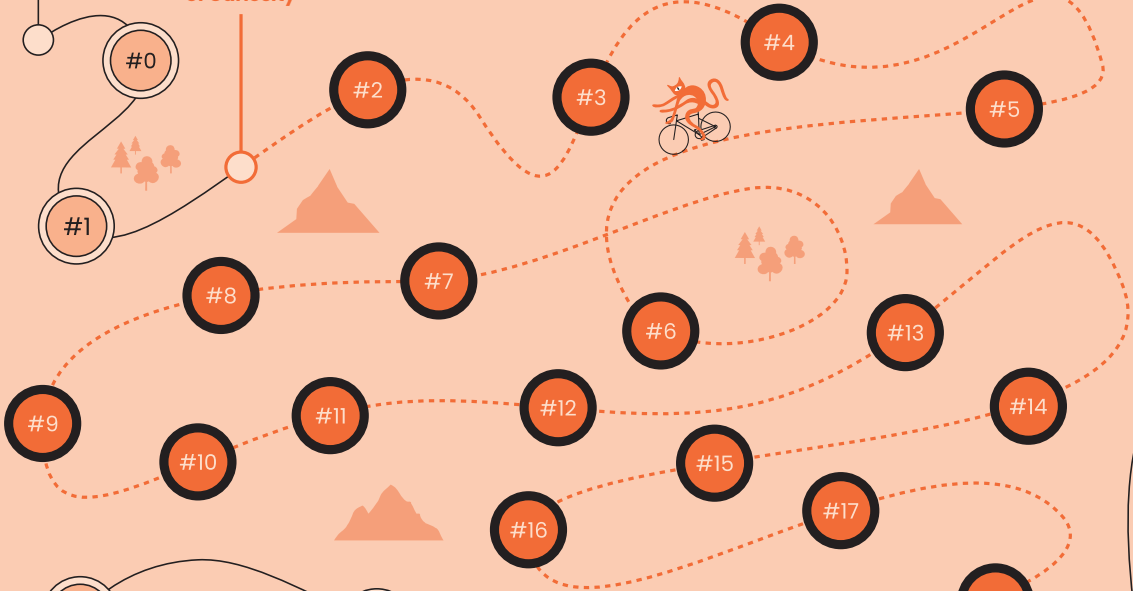
When I thought about how to pull you, the reader, out of your comfort zone while keeping things manageable, the idea hit me: cycling junctions.

→#0

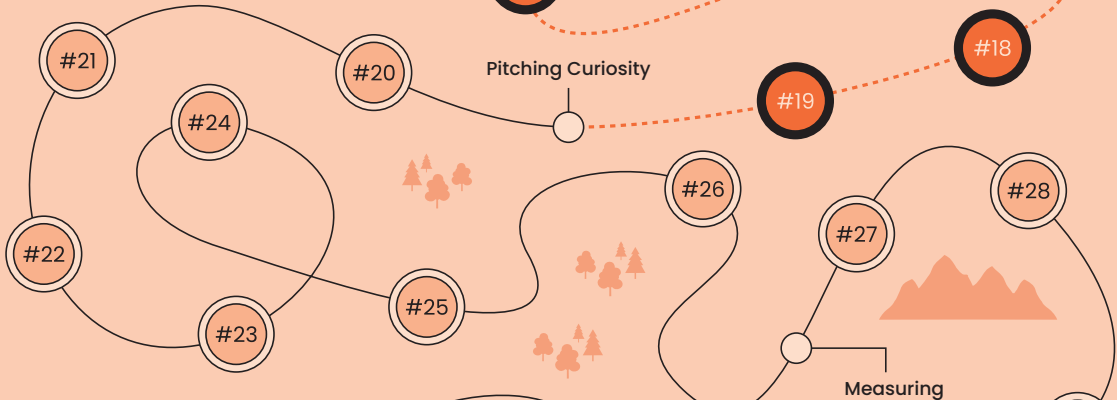


Route planner

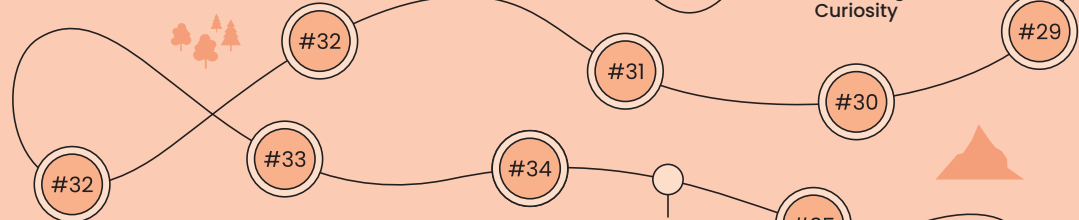
### The Importance of Curiosity



### Pitching Curiosity



### Measuring Curiosity



### Approaches to Curiosity

