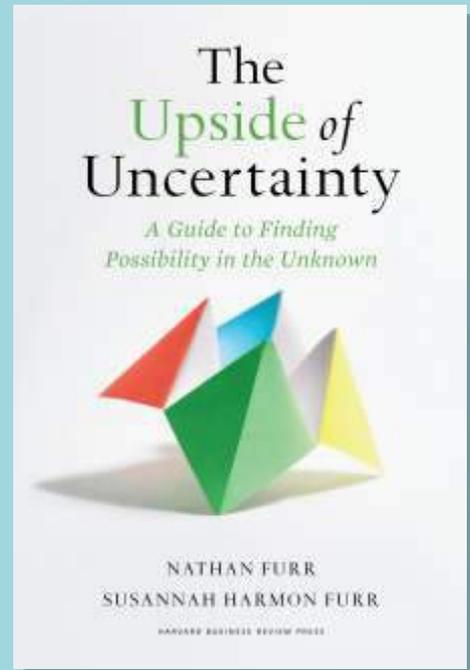


# The Upside of Uncertainty

*A Guide to Finding Possibility in the Unknown*



Prof. Nathan Furr



Susannah Harmon Furr

**AUTHORS:** Prof. Nathan Furr & Susannah Harmon Furr

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In *'The Upside of Uncertainty- A Guide to Finding Possibility in the Unknown'*, INSEAD Professor of Strategy and Innovation, Nathan Furr and Entrepreneur Susannah Harmon Furr provide a sweeping guide to embracing uncertainty and transforming it into a force for good. Drawing from hundreds of interviews, along with pioneering research in psychology, innovation, and behavioral economics, the authors provide dozens of tools, including mental models, techniques, and reflections for seeing the upside of uncertainty, developing a vision for what to do next, and opening ourselves up to new possibilities.

Whether you're searching for courage to start a new project, change careers, launch a business, develop an idea, or reinvent yourself after a disappointment or life change, you will face uncertainty—that ambiguous and uncomfortable state that often makes us feel confused, anxious, and afraid to act. Though these moments are difficult, they offer opportunities for personal growth, innovation, and creativity.

This book is a science-backed guide for navigating and thriving through uncertainty based on interviews and insights from world-renowned leaders, innovators, entrepreneurs, artists, and creatives.

It will provide relevant insights from renowned world leaders and business influencers to navigate through ever changing complexities of businesses and economics, to boardroom and

business leaders, and those in positions that require prudent and effective decision-making.

## ABOUT THE AUTHORS:

**PROF. NATHAN FURR** is a Professor of Strategy and Innovation at INSEAD in Paris, and a recognised expert in the fields of innovation and technology strategy. He earned his Ph.D. from Stanford University, where he studied how innovators commercialise their ideas. His bestselling books include 'The Innovator's Method' (2014); 'Leading Transformation' (2018); 'Innovation Capital' (2019) and 'The Upside of Uncertainty' (2020). He is an Innosight Fellow, has been nominated for the Thinkers 50 Innovation Award, and works with leading companies such as Google, Microsoft, Citi, ING, Philips, Solvay and others.

**SUSANNAH HARMON FURR** is an entrepreneur, designer, art historian, and contrarian. Her clothing line was inspired by the intricate embroidery Dutch women painstakingly rendered on their plain uniforms—details often invisible to all, but the wearer—and its significance in their daily lives. She recently started a bio-intensive garden, as part of a larger "hope accelerator" in Normandy. ■