

Black Elephant



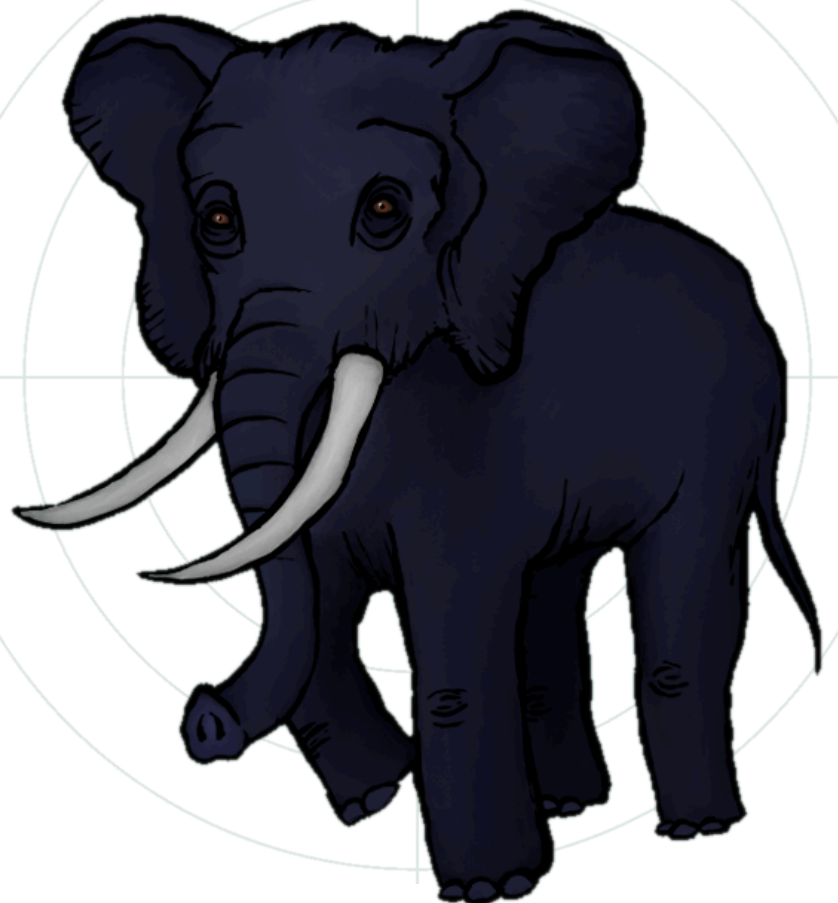
TAGLINE:

the truth in the room



PROFILE:

A known, large-scale risk that is deliberately ignored or minimized. The elephant everyone knows is in the room. Draws from postnormal times theory (Sardar and Sweeney, 2016) and Taleb's risk frameworks.



GIFT:

naming the unspoken



SHADOW:

paralysis of everyone-knew



WOULD YOU RATHER:

Would you rather trust what a room already agrees on, or what only you can see?

What do we all know but have not spoken aloud?