**Draft letter**

Subject**:**Ten Reasons we’re Wrong About the World and Why Things are Better Than You Think

Dear …………..,

A vast majority of people are wrong about the state of the world. The world is in a much better state than we might think. This leads to over stressed societies due to a non-fact-based view. It is a human tendency to pay attention to information that fits our dramatic instincts, which can be far from reality. If we are in that state of mind, there is no room for facts when our minds are occupied by fear. Fear instinct systematically distorts what we see of the world, as a result you do not see the world as it really is.

*Factfulness* is a book about the world and how it really is. It is also a book about what you can do about it, and how this will make you feel more positive, less stressed, and more hopeful. So, if you are more interested in being right; if you are willing to change your worldview; if you are ready for critical thinking to replace instinctive reaction; and if you are feeling humble, curious, and ready to be amazed—then read on.

The authors reveal ten instincts, why we have a distorted perspective of the world. Understanding these instincts will replace dramatic views with a worldview based on facts. Challenge your source of information. Conclusions and believes are often based on incomplete data, producing wrong facts, which give us an incomplete picture of the reality. Train yourself *not* to take all things for true. Challenge on which data the facts are based.

We are over exposed to data – so how relevant is this book for your industry?

This book is an urgent and essential eye opening for everyone. It is a way of learning how to be critical in what people often believe is the truth. In your industry data & facts are key because you often base your strategies and actions on. Even the most ‘informed’ and educated people are often wrong in their conclusions based on incomplete data. The point is, how we must judge the analytics of data versus the emotional stories we get.

The key learning from the book is how to deal with 10 Instincts and consequently biases that misguide us how to fight each of these instincts to improve our judgements and how to live a truly experience fact-based life.

When you are called to action, sometimes the most useful action is to improve the data. Data on which you can form your judgement and decisions, both *in personal and business* situations*.*

Learnings must be activated. *‘Actions for impact’* sums up how to activate the learnings from this book. Go to *‘Actions for Impact’* on the website of the Global Reading Club. Select the points of action and apply the learnings to progress in your personal and professional life. Here is the link: <https://globalreadingclub.com/books/factfulness>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book Factfulness.