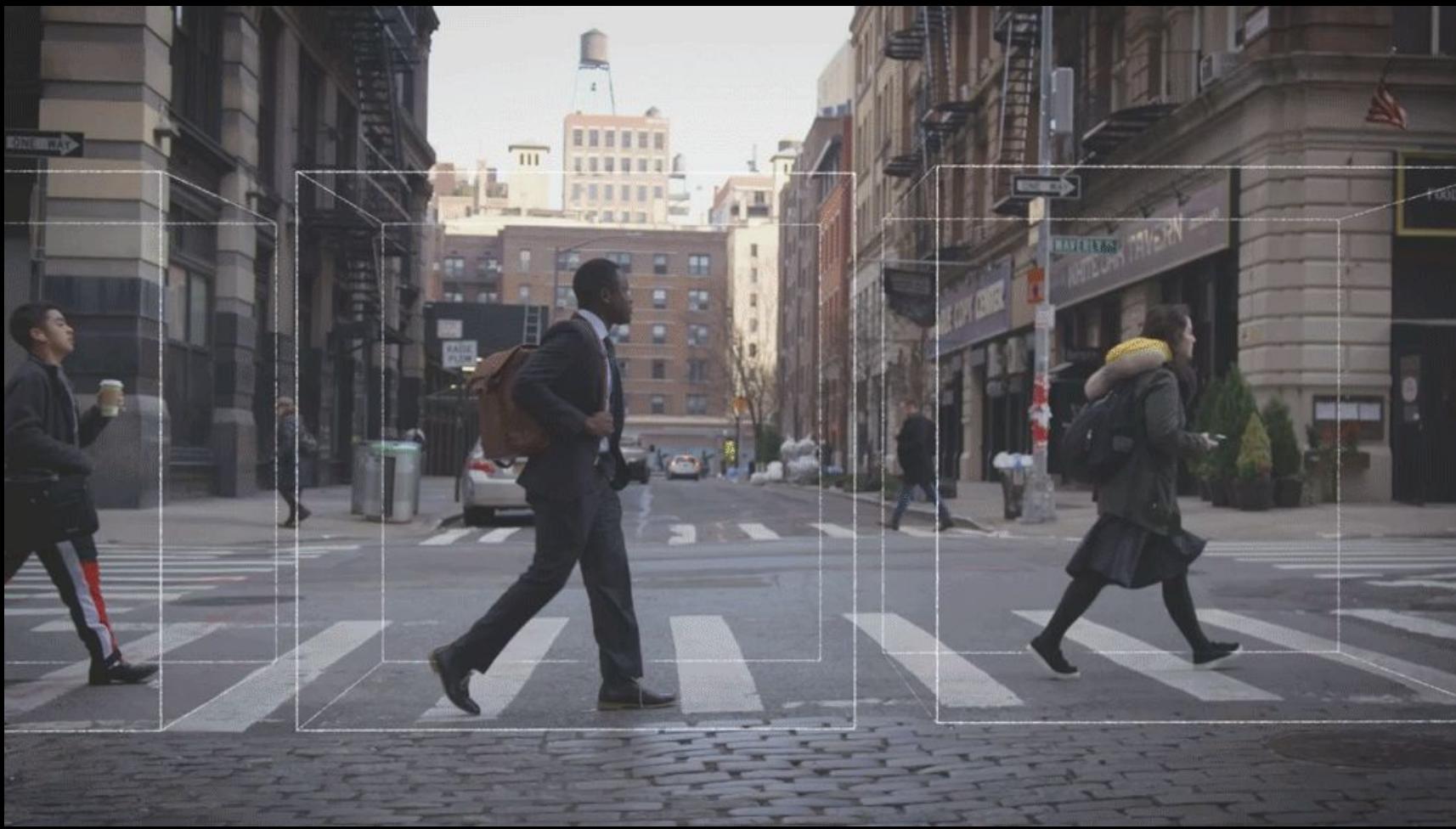


PERCEPTION BOX

Big Think x Unlikely Collaborators

You live inside of a box.





Partnership



Big Think

**Editorial platform.
Experts exploring
big ideas.**

**Unlikely
Collaborators**

**Non-profit
organization.
Experts exploring
the concept of
Perception Box**

Big Think

**Unlikely
Collaborators**



Both challenging
and inspiring
people to change
the way they see
themselves and the
world around them.

Goals



Goals

- 1. Introduce Perception Box as a concept that is grounded in scientific principles**
- 2. Spark meaningful conversations about how personal experiences shape perception**
- 3. Encourage audiences to examine their limiting beliefs and rethink their worldview**
- 4. Reach and engage a broad audience across multiple platforms**

Strategy



Goals

1. Introduce Perception Box as a concept that is grounded in scientific principles
2. Spark meaningful conversations about how personal experiences shape perception
3. Encourage audiences to examine their limiting beliefs and rethink their worldview
4. Reach and engage a broad audience across multiple platforms

Strategy

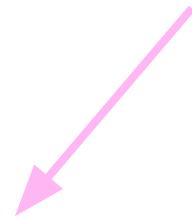
1. Create an educational video series with qualified experts
2. Use recognizable talent to tell relatable stories of personal growth
3. Go deep with our subjects to inspire audiences to think about their own life experiences.
4. Publish videos on BT YouTube and Instagram with paid distribution - and encourage subjects to share on their platforms.

Goals

Introduce Perception Box as a concept that is grounded in scientific principles

Strategy

Create an educational video series with qualified experts



The Science of Perception Box



Goals

Spark meaningful conversations
about how personal experiences
shape perception

Strategy

Use recognizable talent to tell
relatable stories of personal
growth



Question Your Perception Box



Goals

Encourage audiences to examine
their limiting beliefs and rethink
their worldview

Strategy

Go deep with our subjects to
inspire audiences to think about
their own life experiences



Perception Box Stories: Untangled

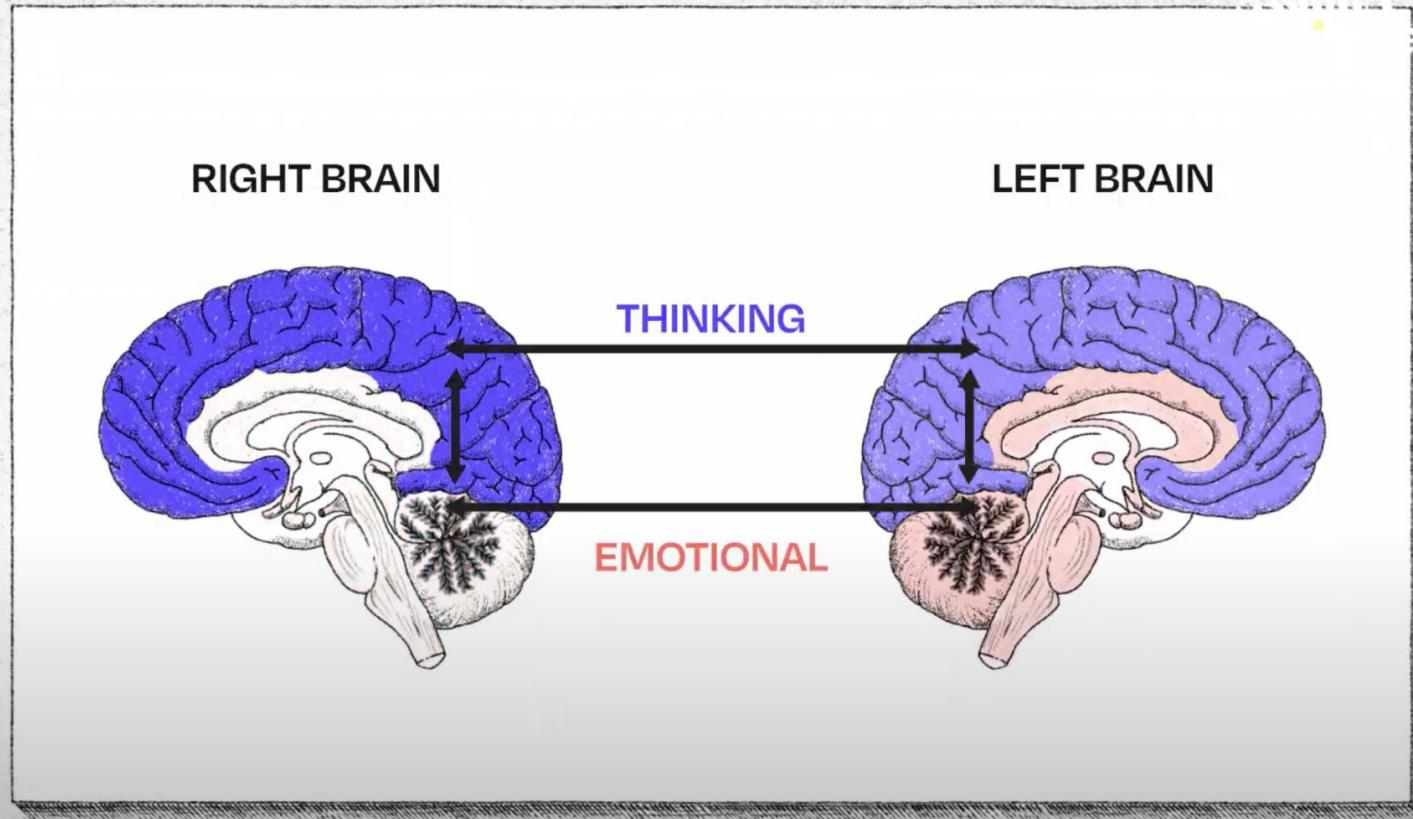


Challenges



The topics were complex





Casting was tough



“This is the most professional YouTube video I’ve ever been a part of!”



Audiences are skeptical





@3dholliday 3 months ago

Wow, this put me in tears, what a hero!

19

Reply



@enkayar718 11 months ago

I wish there were more interviews like this in the world. Her self awareness is so powerful.

132



Reply



@denyelb 1 month ago

"I had to open myself up, to feel like I belonged" This is so powerful. The ways we shelter and close ourselves off to feel safe, when what we needed all along was to remember that we were built to connect.

237

Reply



@fernandoalegria4240 7 months ago

The strength we all hope we will have when it is our time.

50

Reply



@Oddernod 1 month ago

Amazing how something so short could give someone so much pause. Thank you.

86

Reply



@BradleyMakesThings 3 months ago

Man that's a good one. Some pretty important truths here - "asking for help is a sign of strength" - and "if you sprinkle someone with enough love and dignity and respect, they can recover from almost anything".

934

Reply



@Media-hd1su 3 months ago

"I'm learning things now at age 63 that I think a lot of people learn in their 20s" ...I can't explain how deeply I feel this.

560

Reply



@ThansG 6 months ago

The way she smiled at the end when she said that the narratives can change brings so much hope. Thank you for this!

232

Reply

Results



21M Total Views

6M Completed Views

75M Extended Reach

BIG Partnership Renewal

Work Lessons



Lean into your USP



Don't rush your craft



Emotions lead to impact



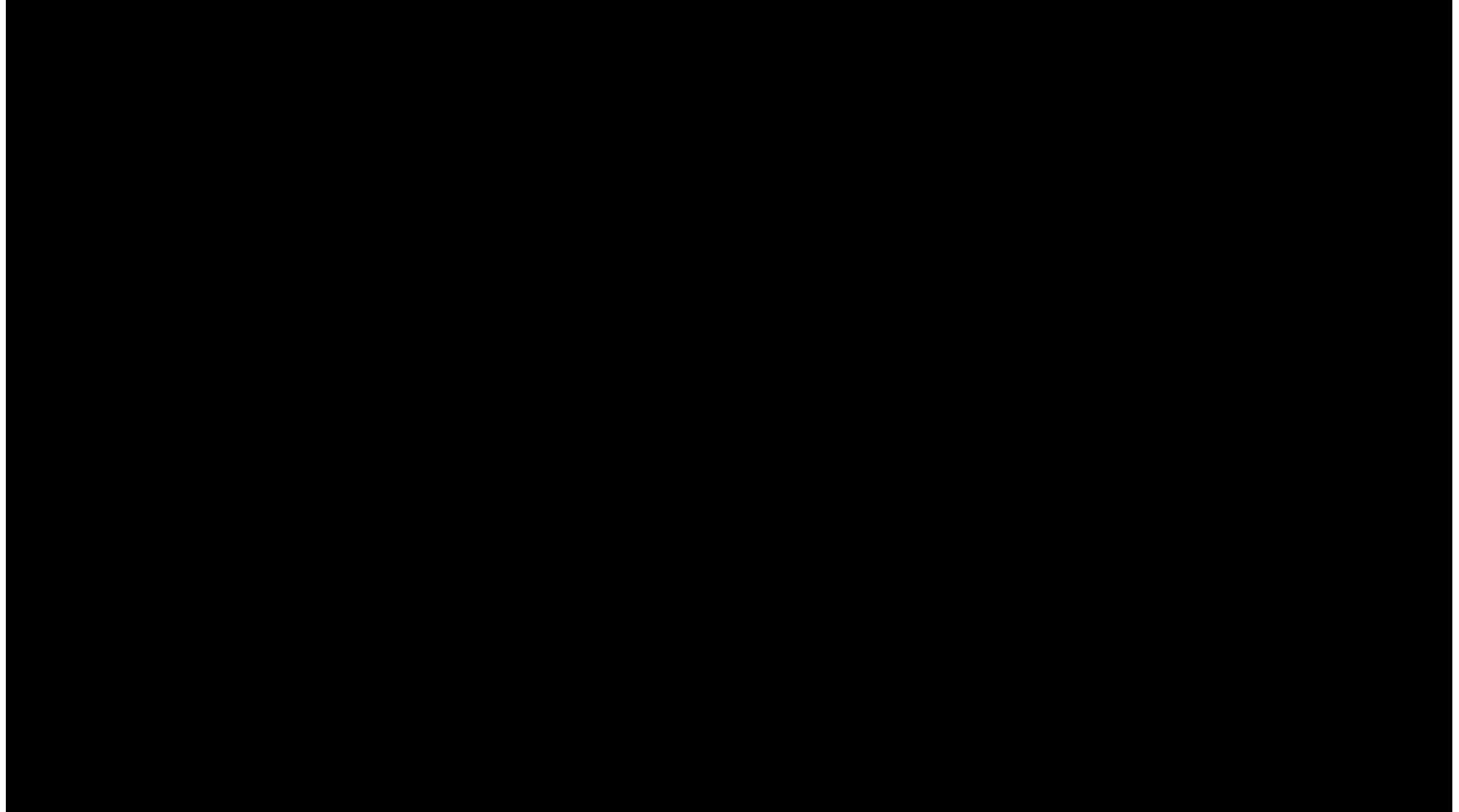
Life Lessons





Unlikely
Collaborators





**QUESTIONS?
AND THANK YOU!**