

Infographic: The unreasonable person

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The Unreasonable Person

1. Shaw's challenge

- More than a century ago, George Bernard Shaw contrasted reasonable and unreasonable people.
- He said reasonable people adapt themselves to the world.
- Unreasonable people try to change the world.
- Shaw concluded that progress depends on unreasonable people.



2. The problem with being reasonable

- Fitting in can seem like the sensible thing to do.
- But it can also mean accepting things as they are, even when they are unfair.
- Injustice and inequality start to feel normal.
- Being "reasonable" becomes another word for going along with unfairness or failure.



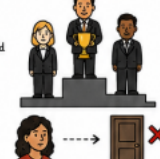
3. Someone has to say no

- Change starts when someone refuses to accept that things must stay as they are.
- They ask: why can't the rules be different?
- They question what everyone else just takes for granted.
- That can make them seem awkward, difficult or unreasonable.



4. Systems reward those who play along

- Organisations usually reward people who follow their rules.
- Careers and status can depend on not rocking the boat.
- Challenging the system can cost you personally.
- That keeps most people quiet.



5. Unreasonable doesn't mean reckless

- Being unreasonable doesn't mean ignoring evidence or acting without thinking.
- It means refusing to accept that things can never be different.
- Sometimes the evidence shows the current rules are simply wrong.
- The unreasonable response is to demand something better.



6. I have been unreasonable

- I was told it was impossible to make large global companies report their taxes in every country they operate in, including tax havens.
- I was told that tax havens could never be made to share financial information.
- I refused to accept either claim.
- Both now happen, worldwide.



7. Discomfort comes with it

- People who challenge the mainstream are rarely thanked for it.
- Careers get blocked and reputations attacked.
- Being the person who says "this isn't good enough" is uncomfortable.
- But without people willing to accept that discomfort, very little changes.



8. We need unreasonable people

- Our biggest problems, whether political, economic and environmental, all need real change.
- Quietly going along with failing systems won't deliver it.
- We need people willing to question what others call normal.
- We need the courage to believe the world could be different.



Conclusion



Being unreasonable isn't about rejecting reason. It's about refusing to accept a world that needs to change. Progress begins when someone decides that what exists isn't good enough — and then does something about it.

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