

# HOIST — THE — COLOURS

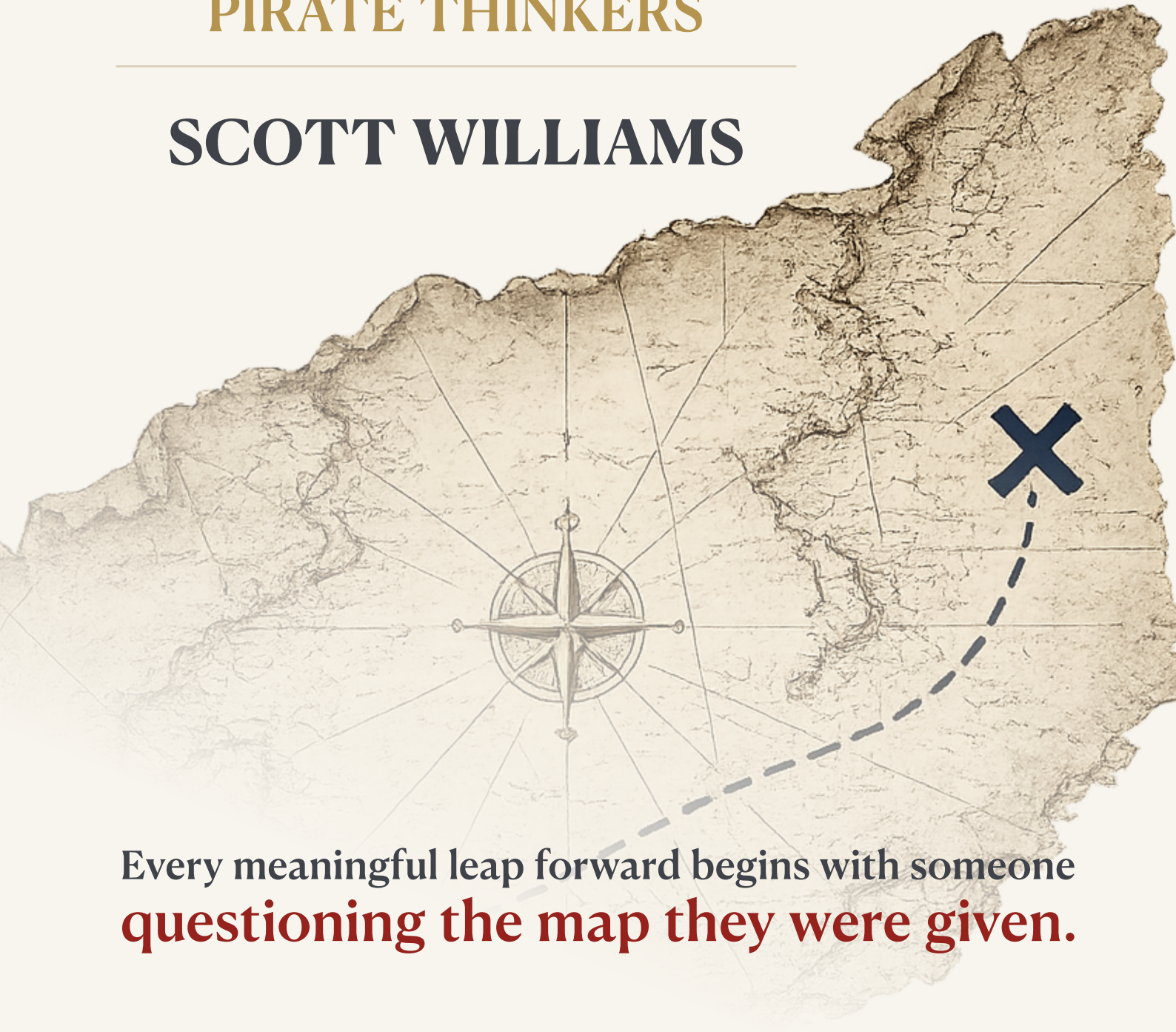


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A FIELD GUIDE FOR  
PIRATE THINKERS

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SCOTT WILLIAMS



Every meaningful leap forward begins with someone  
**questioning the map they were given.**



# Why do some people consistently see opportunities everyone else misses?

**IN A WORLD BUILT ON THE APPARENT CERTAINTY DERIVED FROM ACCEPTED THINKING, THE ABILITY TO SAFELY QUESTION IT IS A SUPERPOWER.**

Some people have developed the ability to spot possibility in places others see problems. They connect dots that don't look connected. They ask questions that open doors.

They challenge convention – not for the sake of it, but to create something better.

**They are deliberate and constructive – not reckless.**

This book is an exploration of that ability – why it matters now more than ever, and how we can all cultivate it.



## THIS QUESTION MATTERS BECAUSE...



### THE WORLD IS CHANGING FASTER THAN EVER.

Old models and mental shortcuts aren't enough. We need a new way of seeing.



### COMPLEX ISSUES NEED BOLDER THINKING.

Progress depends on our ability to question the status quo.



### OPPORTUNITY FAVOURS THE CURIOUS.

The people who ask better questions build better futures.



### CHALLENGE IS OFTEN MISUNDERSTOOD.

It's not about attention or ego – it's about having the nerve to question what everyone else has agreed not to.



## WHAT THE RESEARCH IS ALL ABOUT.

Through in-depth interviews with people from all walks of life, I'm exploring the mindsets and methods that may help explain why some people consistently create meaningful breakthroughs – and sometimes even disruption – by challenging convention in their work.





# What is Hoist the Colours?

**A RESEARCH PROJECT AND  
FORTHCOMING BOOK EXPLORING  
HOW PEOPLE CHALLENGE ACCEPTED  
THINKING IN THE MODERN WORLD.**

Hoist the Colours explores how to recognise, evaluate, and sometimes challenge norms to make meaningful breakthroughs.

By gathering insights and learnings from thinkers, builders, leaders, and change-makers across sectors, I hope to identify the conditions under which they succeed – and where they don't.



*Your story could  
help inspire the  
next wave of  
Pirate Thinkers.*

## WHAT I AM EXPLORING



How people recognise hidden possibilities.



How they question and challenge accepted thinking.



How they turn bold ideas into real-world impact.



How we can all apply these ideas to make a difference.

## THE PIRATE PRINCIPLE

*Challenge the map before  
optimising the route.*

## WHY "HOIST THE COLOURS"

Historically, hoisting your colours declared who you were and what you stood for before a single word was spoken.

This project explores what it means to "hoist your colours" in a responsible and ethical way.





# Why I invited you.

**THIS PROJECT IS ABOUT REAL EXPERIENCES, REAL DECISIONS, AND REAL IMPACT.**

The most valuable insights won't come from theory – they'll come from people who have lived it.

People who aren't afraid to take a different path. People who have gone off-script and created something better as a result.

You have experiences and perspectives that can help answer some of the fundamental questions this research seeks to explore.

## **I'M NOT LOOKING FOR AGREEMENT**

In fact, I hope you'll challenge my assumptions whenever you think they're wrong. Your perspective is valuable whether it supports, refines, or contradicts the ideas I'm exploring.

By sharing your story, you'll help build a richer, more practical understanding of what it really takes to have the nerve to challenge the status quo.

## **I INVITED YOU BECAUSE...**



### **YOU'VE SOLVED REAL PROBLEMS**

Your experience offers a perspective that can't be learned from a textbook.



### **YOU'VE CHALLENGED ACCEPTED THINKING**

You've had the courage to question assumptions and take a different path.



### **YOU'VE CREATED REAL IMPACT**

You've turned ideas into action and made a meaningful difference.



### **YOUR STORY CAN HELP OTHERS**

The lessons in your journey can inspire and guide the next wave of Pirate Thinkers.



## **WE CAN CHART A BETTER COURSE**

Your experience will help build a body of knowledge that's practical, relevant, and grounded in reality.





# What participation involves.

**YOUR TIME. YOUR STORY.  
A LASTING CONTRIBUTION.**

Participation is straightforward, respectful of your time, and designed to make the experience as easy as possible.

Your insights will be treated with accuracy and integrity.



## 1. INVITATION & CONFIRMATION

Select a date and time that works for you.

## 2. THE INTERVIEW

Participate in a 40–50 minute interview via Zoom.

## 3. ACCURACY CHECK (OPTIONAL)

Have the chance to review direct quotation.

## 4. RESPECT & CONFIDENTIALITY

Choose how you are attributed (if at all).

## 5. THE IMPACT

Contribute to a book and broader resources for future Pirate Thinkers.



### WHAT TO EXPECT

- Open, conversational interview
- Questions in advance
- A safe space to share
- Recording for accuracy
- Follow-up only if needed
- Gratitude and recognition

### WHAT IT'S NOT

- × A sales call
- × A request for endorsement
- × A commitment beyond interview
- × A public relations exercise
- × A one-sided conversation
- × A waste of your time



### YOUR JOURNEY.

Your experiences are the evidence that will help future generations recognise the Pirate Thinker in themselves.





# About Scott.

**AN INNOVATOR. A TRANSFORMER.  
A BELIEVER IN BETTER.**

I've spent my career helping organisations navigate change, challenge convention, and create meaningful impact.

I am driven by a belief:

*Challenging convention leads to better questions, which lead to better decisions, which lead to better futures.*

That belief is core to Hoist the Colours.



## EXPLORER

I am driven by curiosity - about problems, people, and possibilities.

## INNOVATOR

I apply creative thinking to solve problems in ways they haven't been solved before.

## TRANSFORMER

I develop strategies that turn into action, and tackle complexity that turns into clarity.

## ADVISER

I advise startups, not-for-profits, and enterprises on creating positive impact.

## PIRATE THINKER

I believe in questioning accepted thinking, and having the courage to chart a better course.



## WHY PIRATES

Although pirates were criminals, they also challenged accepted systems, questioned authority, and often rejected the conventions of their time.

They didn't just accept the map they were given - they sometimes drew their own.

*They took calculated risks.*

*They valued merit over status.*

*They adapted or they didn't survive.*

*They changed the world around them.*



*That spirit inspires this project.*

