



MATIAS HÖGNABBA

Entrepreneur | Visionary | Navigator of Human Reality

"The greatest illusion in modern professional culture is the belief that we are rational beings. True leadership happens when we embrace the complex, 'irrational,' and deeply human reality of how we actually function."

Core Themes

1. Dismantling the 'Myth of Rationality' (Homo Harmonius)

- Why traditional decision-making models fail in high-pressure environments.
- Moving from "Paper" (abstract logic) to "Skin" (authentic human commitment).
- Tools for navigating the emotional and biological reality of human collaboration.

2. Radical Entrepreneurship: The Courage to Build the Unseen

- How to imagine and build visions that challenge the status quo.
- The "Dream Team" approach: Integrating anthropology and philosophy into business.
- Why "It can't be done" is the ultimate deal-breaker for innovation.

3. Decision-Making & Ethics in a Changing World

- The Entrepreneur's Compass: How anthropology leads to better long-term decisions.
- Challenging top-down management: Connecting global vision with grassroots execution.
- Why ethical strength is the only sustainable competitive advantage.

Ready-to-Use Podcast Hooks

- "If logic isn't the driver, what actually moves the needle in a boardroom?"
- "How can an entrepreneur stay courageous when their vision challenges every traditional norm?"
- "What does 'Skin for Skin' mean in the context of modern leadership?"
- "Why is a background in philosophy more valuable than an MBA?"