

1

THE END OF STRANGERS

If everybody wears nametags, there is a higher overall intimacy level.



"Nice to meet you."

2

THE END OF EXCLUSION

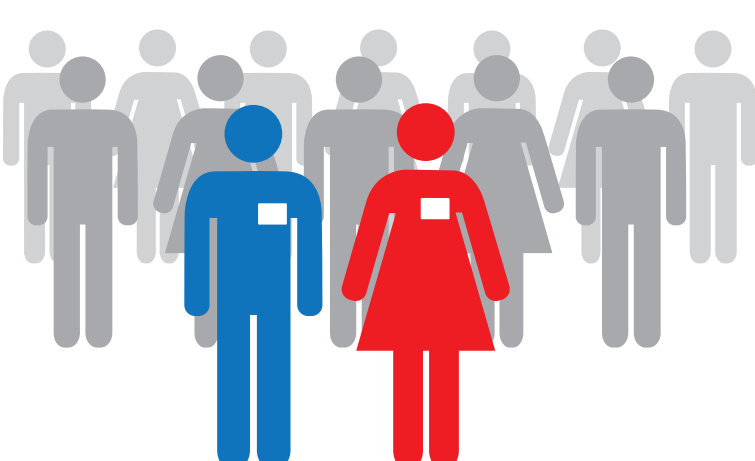
If everybody wears nametags, there is an overarching sense of social belonging.



3

THE END OF ANONYMITY

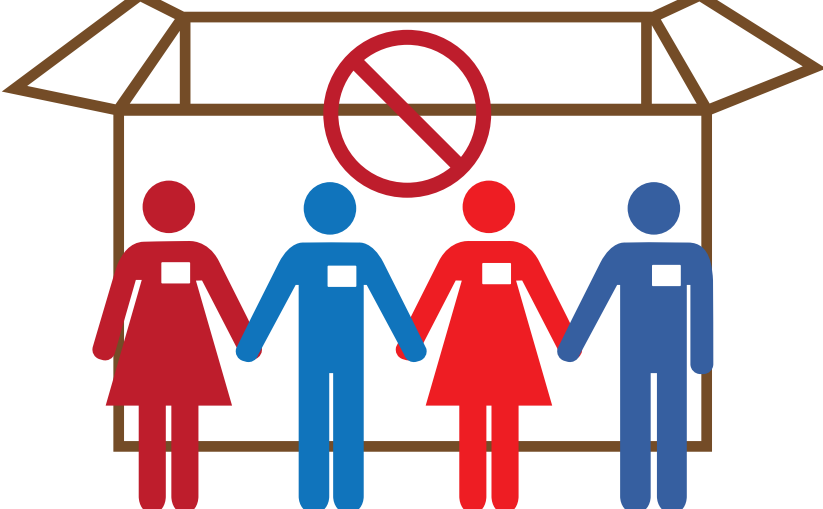
If everybody wears nametags, nobody is winking in the dark.



4

THE END OF HUMAN COMMODITIZATION

If everybody wears nametags, it's impossible to put each other into boxes.



5

THE END OF SOCIAL CONFLICT

If everybody wears nametag, the awkwardness goes away.



6

THE END OF DISHONESTY

If everybody wears nametags, untruthfulness becomes extremely difficult.



18

THE END OF DISCRIMINATION

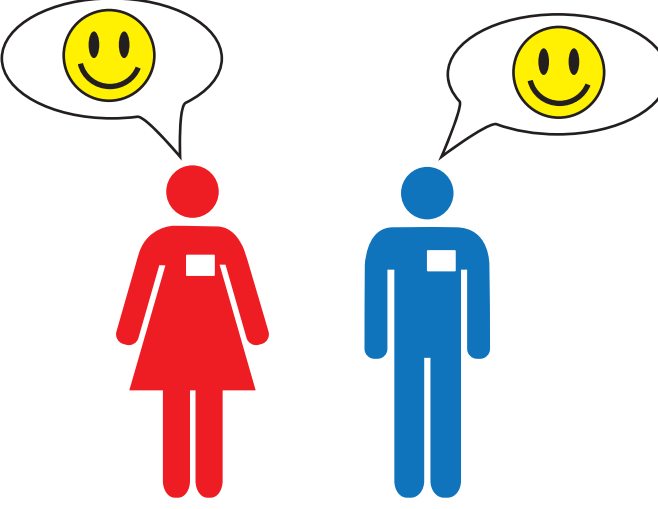
If everybody wears nametags, cultural understanding spreads.



17

THE END OF INSECURITY


If everybody wears nametags, worldwide confidence increases.



16

THE END OF ENTITLEMENT

If everybody wears nametags, deeper humility results.



15

THE END OF HIERARCHY

If everybody wears nametags, greater equality ensues.



14

THE END OF MASS FORMALITY

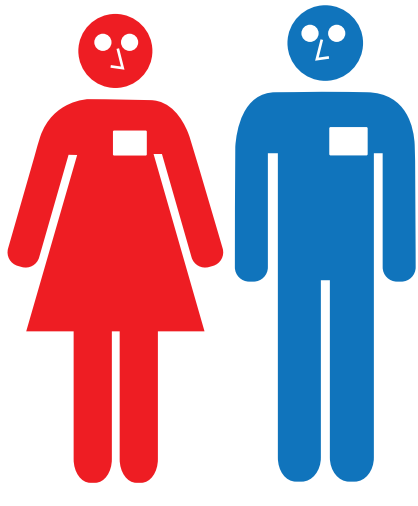
If everybody wears nametags, personal is the new professional.



13

THE END OF NEGLECT

If everybody wears nametags, we practice deeper mindfulness.



12

THE END OF SELFISHNESS

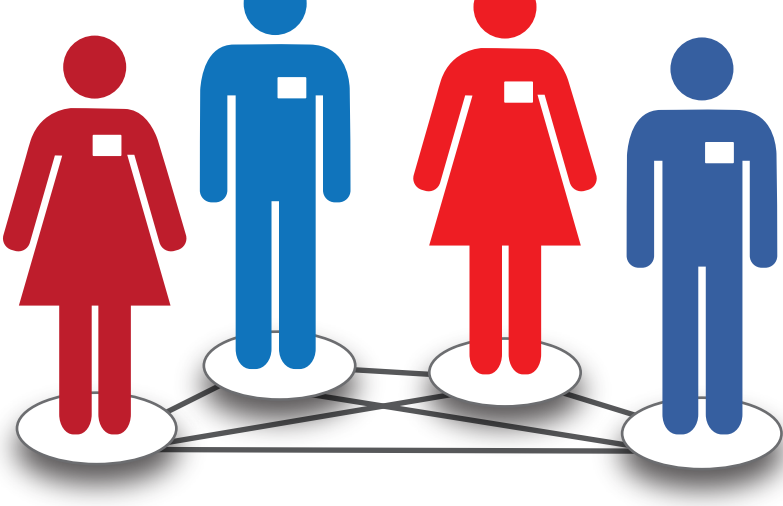
If everybody wears nametags, we experience mass generosity.



11

THE END OF DISCONNECTEDNESS

If everybody wears nametags, we're all plugged into the social network.



10

THE END OF CULTURAL BARRIERS

If everybody wears nametags, we all speak the same language.



HELLO,
my name is...

The
Nametag
Manifesto

That's my thesis, philosophy, dangerous idea and theory of the universe.

My name is Scott, and I've been wearing a nametag for past four thousand days.

And after traveling to hundreds of cities, a dozen countries, four continents, meeting tens of thousands of people, constant experimentation and observation, building a enterprise and writing a dozen books in the process, I believe, with all my heart, that the societal implications of wearing nametags could change everything.

This is my manifesto.

"EVERYONE SHOULD WEAR NAMETAGS, ALL THE TIME, EVERYWHERE, FOREVER."

7

THE END OF HESITATION

If everybody wears nametags, we lower the threat level.



8

THE END OF DISENGAGEMENT

If everybody wears nametags, we build social capital.



9

THE END OF INCIVILITY

If everybody wears nametags, we are instantly and consistently accountable.



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www.nametagmanifesto.com

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