

SEVEN CARDS, ONE DECK – JOLLY

The power of unpredictability

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Every kingdom, besides having a King and a Queen, had a court jester whose job was to make people laugh or cry, whichever the moment required.

There's a story of a King who couldn't stand that his donkey always cried. He issued an edict across the kingdom: he would pay handsomely to anyone able to make the animal smile.

A man from Calabria arrived — mild-mannered, kind, but surprising — who accepted the challenge and asked for only one dollar.

He whispered something in the donkey's ear, and the donkey immediately burst into laughter, and wouldn't stop.

Months passed. The King grew irritated that something in his kingdom laughed all the time. So he called the Calabrian back and asked him to restore the donkey's sadness. Which happened, punctually, right after their meeting.

He had been a King, but before that, an Amazon shareholder. Curiosity pushed him to offer any sum of money for the secret behind the two remarks made to the donkey.

FREGA-VERSION

The Calabrian, calm and unbothered, said: "The first time, I told the donkey that a man with a single book, written 2,000 years ago, in only one language, with just two editions — old and new — sold billions of copies, without Amazon. He laughed. Then I went back and showed it to him, and he went back to crying."

PUB-VERSION

The Calabrian, calm and unbothered, said: "The first time, I told the donkey he had something no other donkey in the kingdom had. He laughed. The second time, I told him I'd found one who had it too. He went back to crying."

Epilogue

The story teaches that a Jolly is what you never expect, and whose consequences are never predictable.

All other powers seek order.

The Jolly brings disorder.

A platform changes the market. An algorithm shifts a behavior. An unknown person publishes something. An AI generates a new possibility.

No one had foreseen it.

Yet it happens.

The Jolly is not the strongest.

It’s the least controllable.

It appears when systems believe they’ve stabilized.

It’s a reminder that every human construction carries an unexpected variable.

The Jolly is the future, arriving without knocking.

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