



Daily Calendar 2027

We hope you will enjoy slowly destroying this page by page



All set for our Anniversary Year?



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In this special edition of the Flip-Thinking Daily Calendar you'll find quotes and illustrations that will surprise you, get you thinking or just make you chuckle.

There isn't enough room on a calendar to dive deep into the philosophy of flip-thinking, but each picture and text reflects its essence in a different way.

Most of the quotes in this calendar are ones we've come up with ourselves. Quotes without a source are ours. Just so you know. We've also made occasional use of other sources and material that people have sent us.

Quotes we thought were so good or fitting that we gave them a place in our calendar. In such cases we've attributed sources with all possible care. If a quote is followed by 'Unknown', it means we couldn't trace the original source. We do our best. But it's possible that we might have got a source wrong. If so, let us know. Right at the back you can read about all the other things that Omdenken does, or check out our website and discover the world of Omdenken – the Dutch art of flip-thinking.

On behalf of the publishing team, Annemargreet, Jan and Jeroen, we wish you lots of fun tearing off the pages of our tenth daily calendar!





What is flip-thinking, anyway?

On every page of this calendar you'll find a saying or an illustration that we think reflects the philosophy behind flip-thinking, either directly or indirectly. But what is flip-thinking, we can imagine you wondering.

Flip-thinking is a way of looking at and engaging with reality: you accept it as it is and explore what it can offer you. To us, a problem is raw energy – frustration that hasn't yet found its direction. Instead of fighting it, you use your energy as fuel for something new. Instead of fixing or getting rid of a problem, you look for a way to transform it into a new possibility. How do you do that? When confronted with a problem, our first instinct is to want to get rid of it. Sometimes that works just fine, but sometimes it doesn't. What then?

The essence of flip-thinking is that, at moments like those, instead of trying to get rid of it, you accept it. And by accepting it, you're magically able to instantly transform a problem into a fact. A given. Flip-thinking isn't passive or fatalistic, though. It's active: by embracing a problem and going along with it, you can potentially turn it into a possibility. To put it simply: flip-thinking involves not looking at how things should be, but how things could be. That isn't easy, because our brains are hardwired to solve problems. What's more, we all have expectations of how things should be. And how the people around us should behave. Of course, there are certain problems that can't be tackled by flip-thinking; you just have to accept that you have a problem. And sometimes it's better just to let go of your expectations. We'll explain that on the next page, using the Flip-Thinking Matrix.

There isn't space in this calendar for an in-depth explanation about how flip-thinking works – there are books for that – but through quotes and short texts we hope to nudge you into a slightly different mindset, or help you see things just a bit differently. Open-mindedness is one of the pillars of flip-thinking. But flip-thinking also embodies mutual respect, inclusiveness, tolerance and diversity. And of course humour and creativity.

friday **1 january**

**We wish you all the
best for 2027!**

May your problems last just as long
as your good intentions.



wednesday **6 january**

**Sometimes problems
arise purely because
we dwell on
something too long.**



sunday **10 january**

**Resilience is the ability
to handle uncertainty
with flexibility.**





wednesday **13** january

The biggest opportunities come
when things are at their worst.

Make Your Dream Come True Day



friday **15 january**

**Forgetting is just
as powerful as
remembering.**



Elfstedentocht Excitement Day



calendar**classics**®



january
2018–2026

sunday **7 january**

**Scepticism is the surest
way to learn nothing new.**



2018

tuesday **8 january**

**Few things are more
fatal to innovation than
perfectionism**



2019

sunday **19 january**

**Some problems
happen to you.
Most are self-inflicted.**



2020

monday **4 january**

**Those who don't listen
are blind to others.**



2021

sunday **9 january**

**The more you know,
the more you realise
you know nothing.**

**And you don't
even know that.**



2022

friday **27 january**

**Try to live like a bird.
They sing even when
it's raining.**



2023

friday **5 january**

**Expecting too much
of yourself is a recipe
for frustration.**



2024

tuesday **21 january**

**It's nice to be important,
but it's more important
to be nice**



2025

saturday **24 january**

**Bad education teaches you
to obey. Good education
teaches you to think.**



2026