

# ▶ HARNESSING CREATIVITY



**Shawn Gold**

CEO, Pilgrim Soul & Author,  
“Creative Thinking Journal”



# PILGRIM SOUL



*The Light*  
OF NICKEY KEHOE

CREATIVE  
FOCUS

PILGRIM SOUL  
12 CREATIVE THINKING PENCILS

PILGRIM SOUL  
EST. 1980 2020  
PLEASE USE  
THIS JOURNAL WHEN  
YOU ARE HIGH  
CREATIVE THINKING JOURNAL



# THE CREATIVE PROCESS

1. This is awesome

2. This is tricky

3. This is shit

4. I am shit

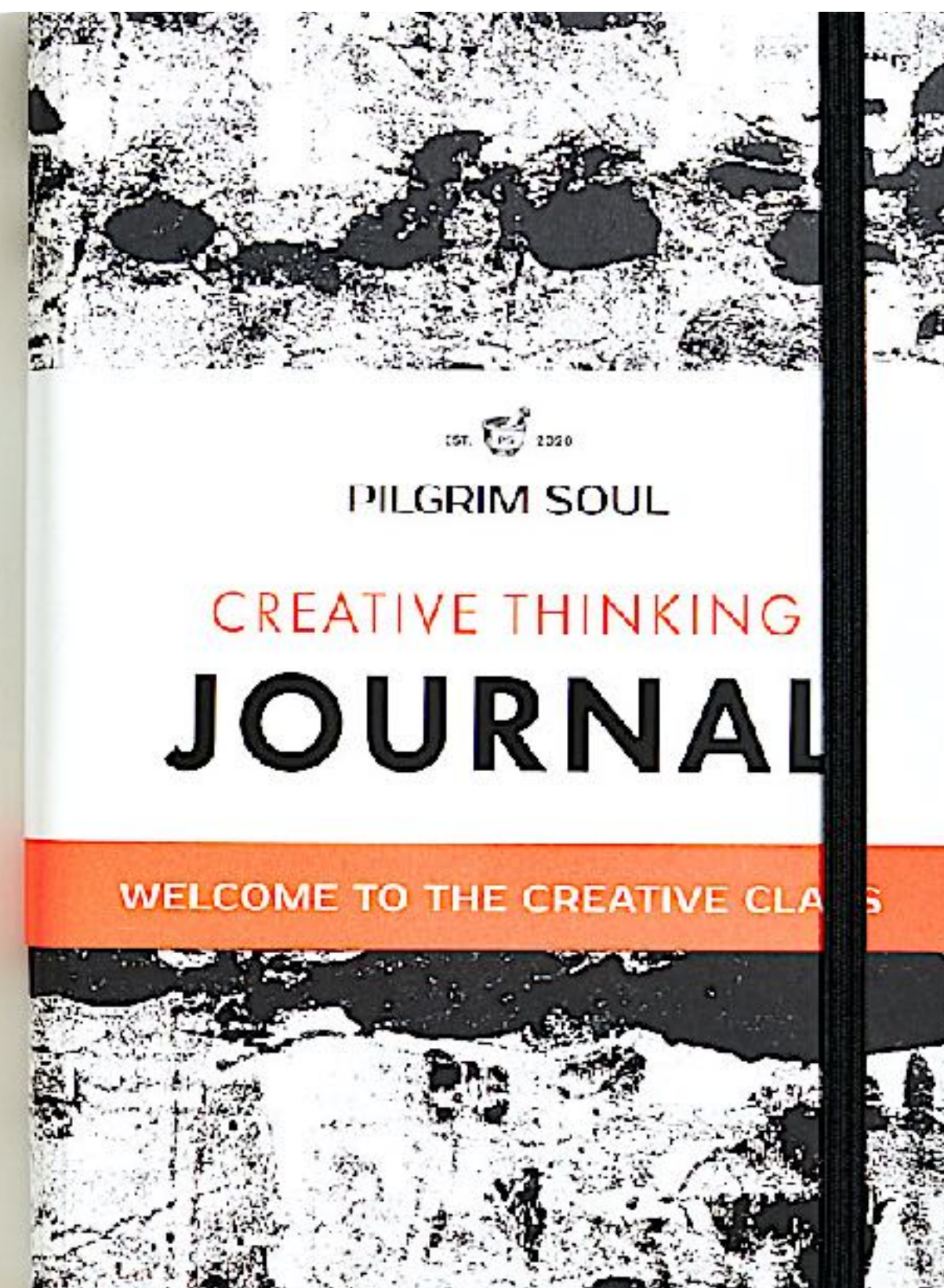
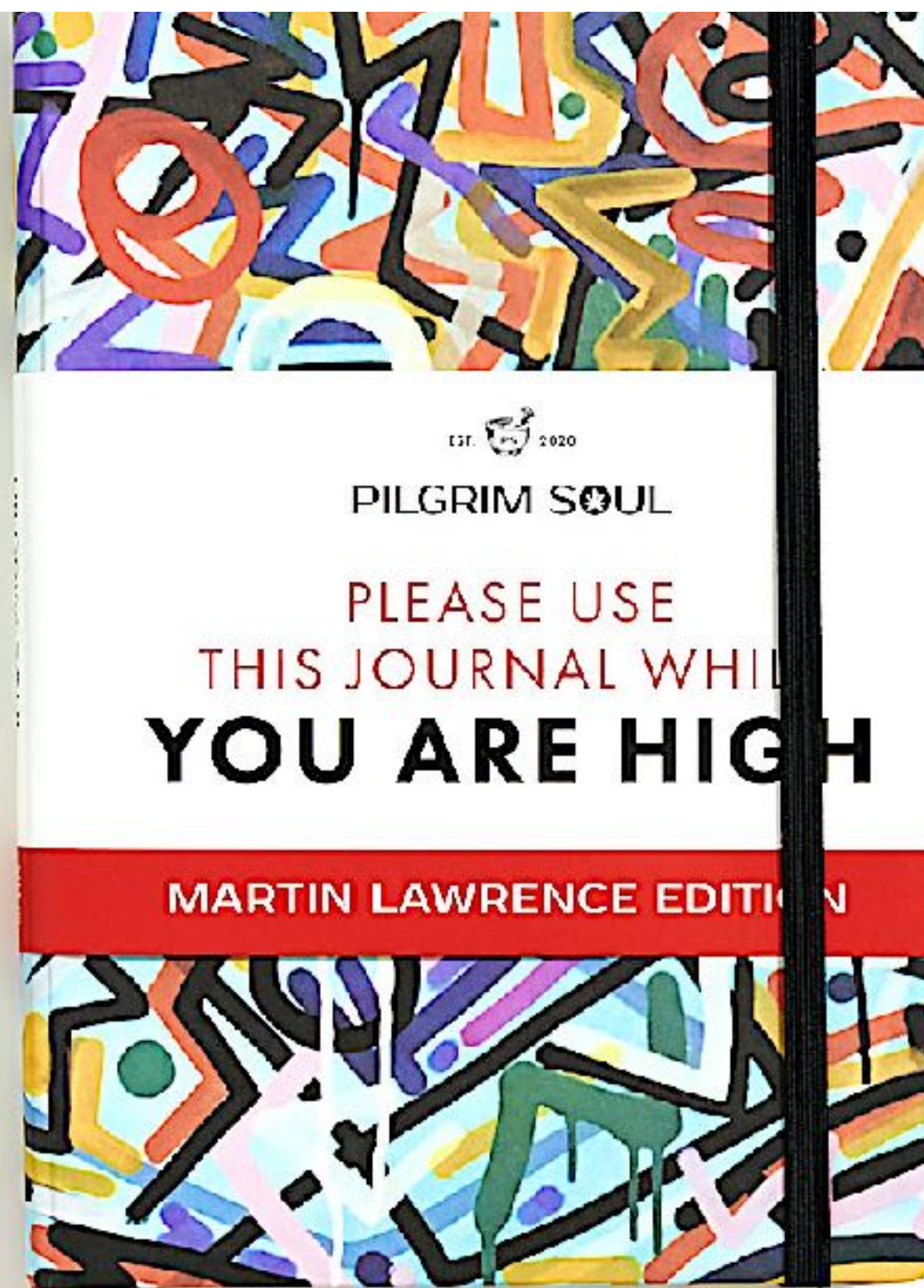
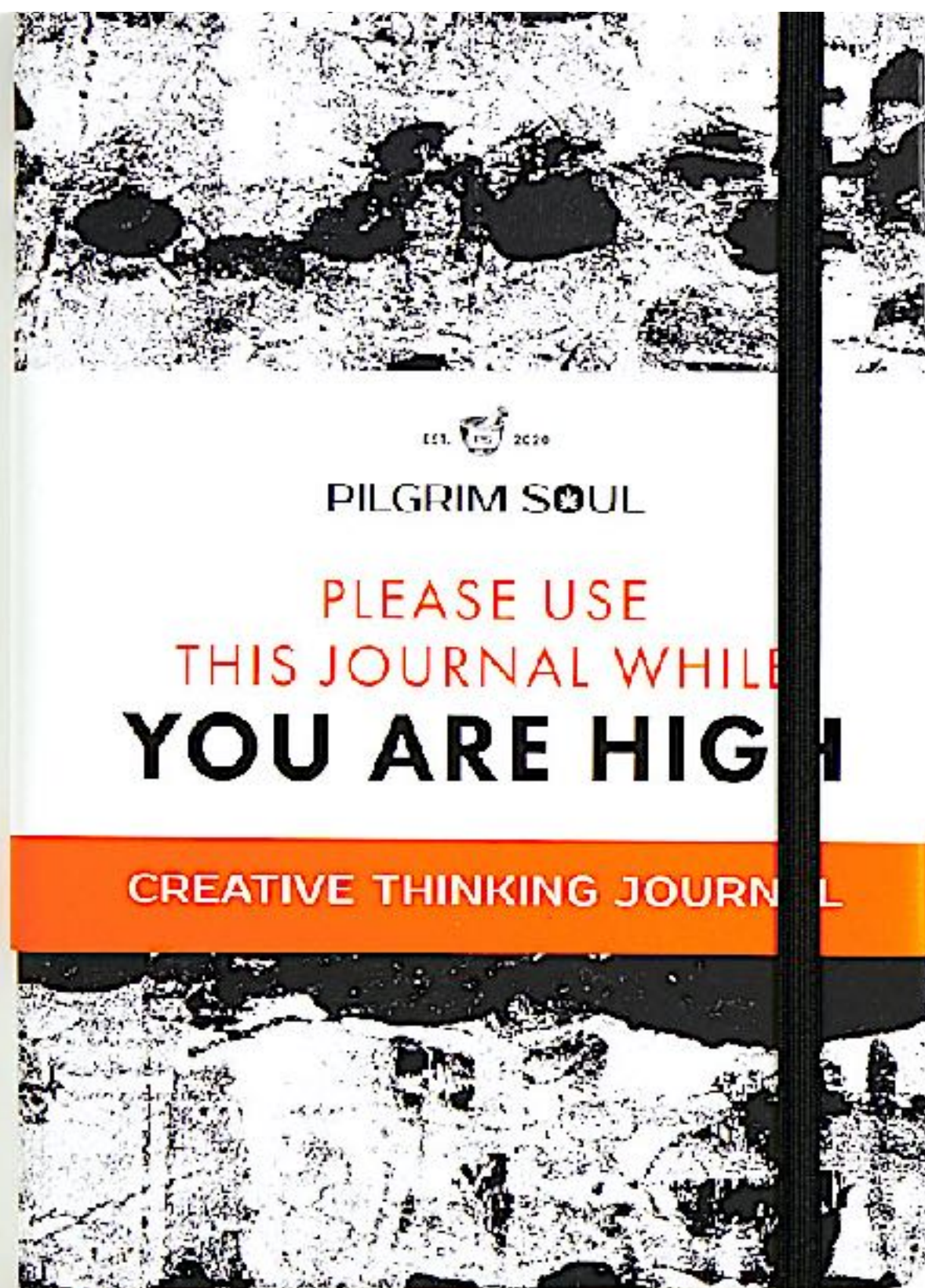
5. This might be ok

6. This is awesome



# PILGRIM SOUL: CREATIVE CURRICULUM

Top 300 Best Selling Books in America 2021



Best Sellers Rank: #452 in Books (See Top 100 in Books)

Customer Reviews: ★★★★★ 2,021 ratings



# DEFINING CREATIVITY



Creating Something New That Is Useful or Has Value

# CREATIVITY IS NOW AN ESSENTIAL SKILL



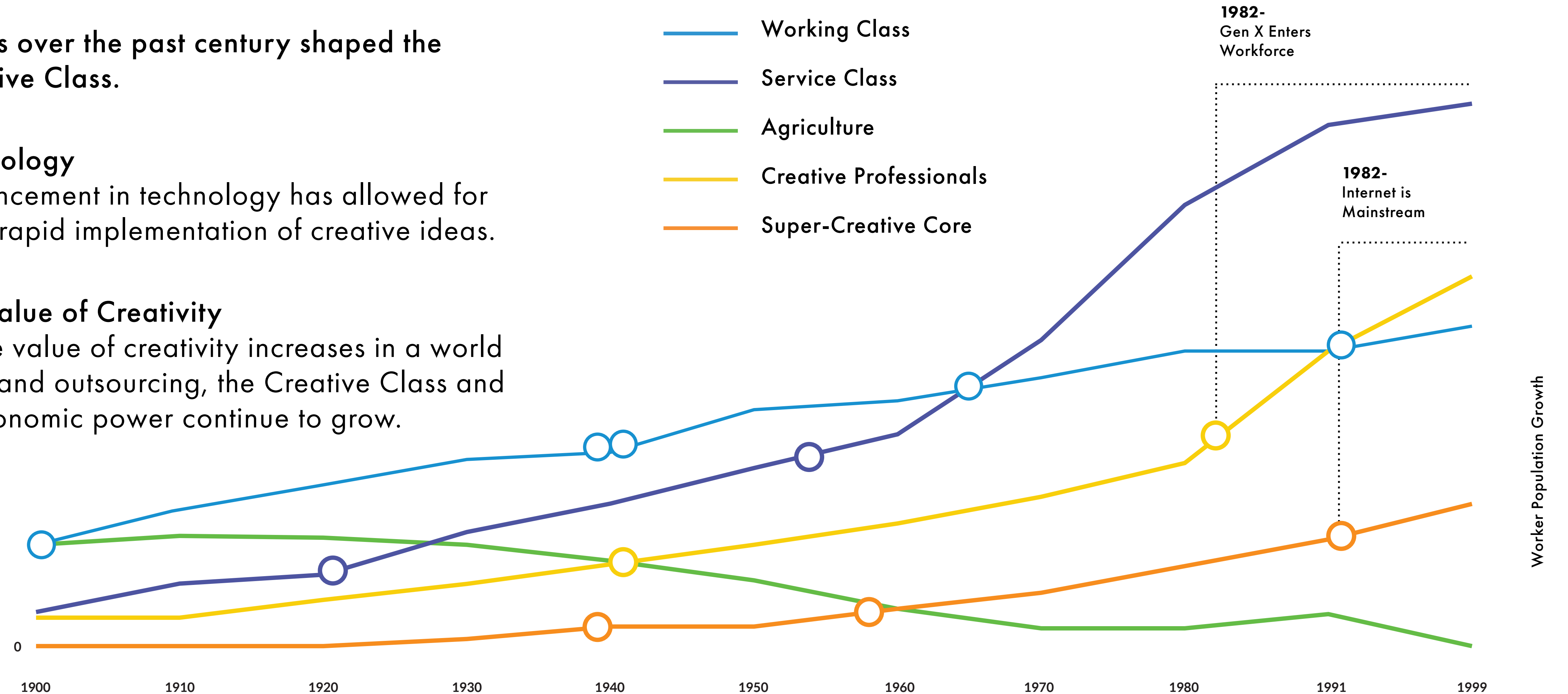
Events over the past century shaped the Creative Class.

## Technology

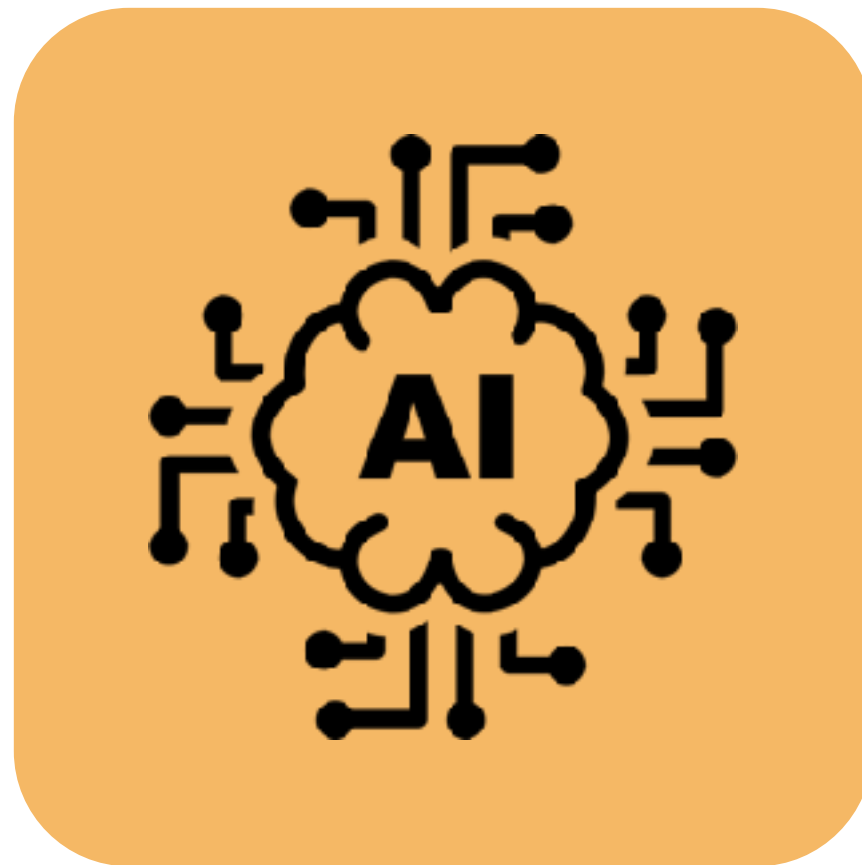
Advancement in technology has allowed for more rapid implementation of creative ideas.

## The Value of Creativity

As the value of creativity increases in a world of AI and outsourcing, the Creative Class and its economic power continue to grow.



# WHY CREATIVE THINKING IS A CRITICAL SKILL



Artificial Intelligence



Outsourcing



Abundance of Choice



# ABUNDANCE OF CHOICE

Function is No Longer Enough



## DESIGN

People want products that are beautiful, whimsical, or emotionally engaging.

## STORY

The essence of persuasion, communication is in the ability also to fashion a compelling narrative.

## EMPATHY

In a world of ubiquitous information people need to understand what makes our fellow woman or man tick.

## MEANING

Technology has free'd us up pursue more significant desires: purpose, transcendence, and spiritual fulfillment.

## SYMPHONY

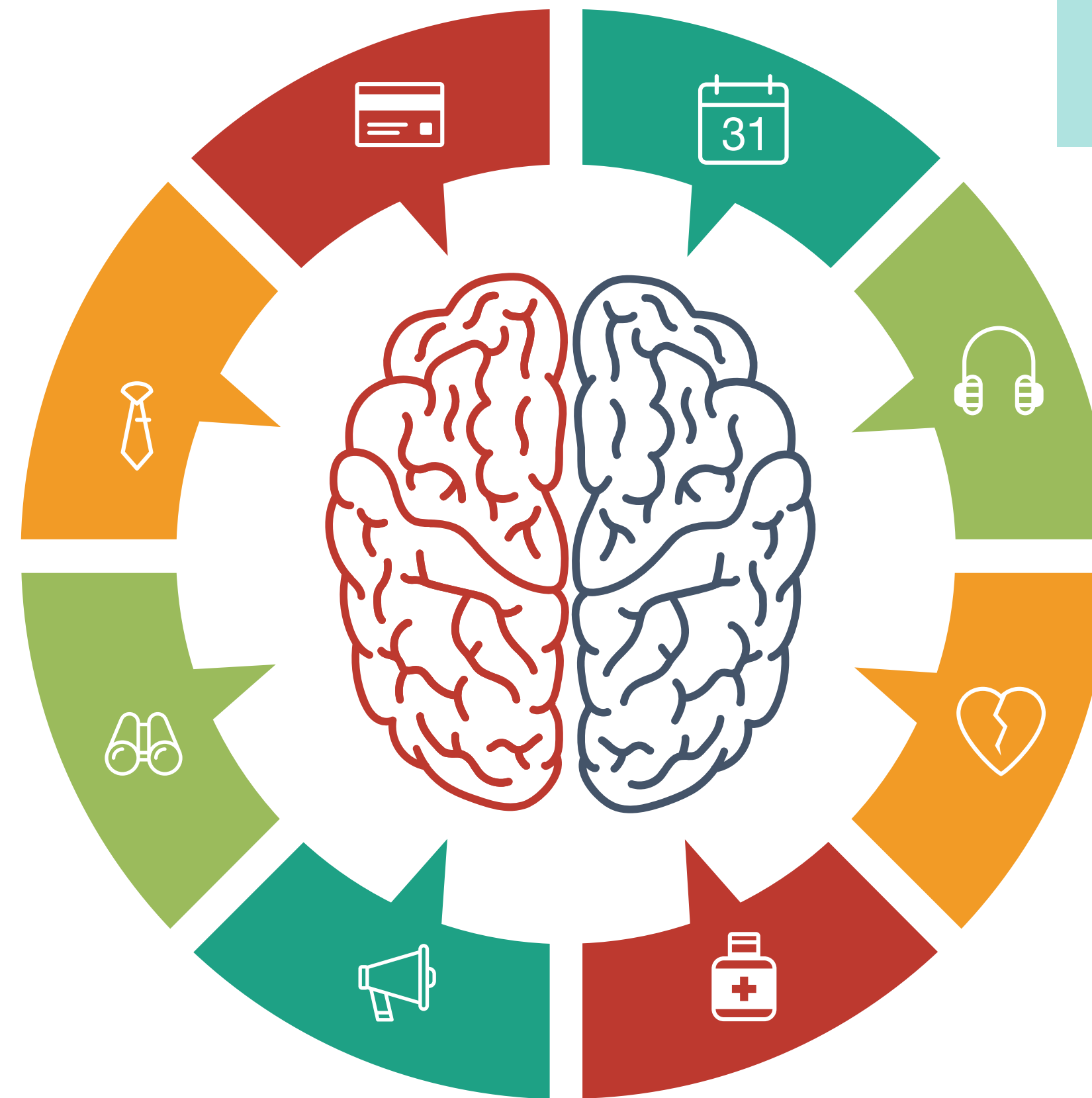
It's it's about seeing the big picture, crossing boundaries, and being able to combine disparate pieces into an arresting new whole.

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TOP 10 SKILLS FOR 2025  
World Economic Forum 2022 Future Jobs Report

- TECHNOLOGY DESIGN
- TECHNOLOGY USE & CONTROL
- ACTIVE LEARNING
- REASONING & IDEATION
- CRITICAL THINKING



CREATIVITY & ORIGINALITY

COMPLEX PROBLEM SOLVING

SOCIAL INFLUENCE

STRESS MANAGEMENT

ANALYTICAL THINKING



# JOBS OF THE FUTURE?

Nobody Really Knows



## AI Psychologist

This person who creates a bridge between human and AI learning and interaction. They help the AI to acquire information in a way that will enable better decision making and adjust them to function better in real-world scenarios.





# JOBS OF THE FUTURE?

Nobody Really Knows



## Personal Genomic Advisor

Thanks to DNA analysis and CRISPR gene editing, humans have new individual health needs, and biotechnology companies have the capability make massive amounts of new drugs to meet those needs.





# JOBS OF THE FUTURE?

Nobody Really Knows



## Augmented Reality Journey Builder



This artisté will be responsible for writing, designing, and building in-the-moment augmented reality experiences for client's "trips" into the Metaverse.

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# JOBS OF THE FUTURE?

Nobody Really Knows



## Personal Memory Curator

People are living longer than ever, but advances in memory and other brain-related healthcare have not kept up. A memory curator creates virtual worlds that are realistic simulations of your past. They may also manage "advance memory statements" that detail the experiences patients want to have after their memories fail.





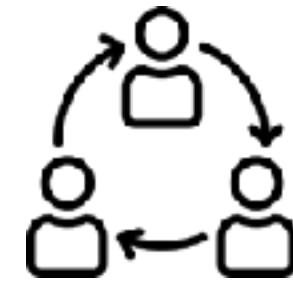


# WHAT ARE THE JOBS OF THE FUTURE

So how do you Educate a 10 year old to be Employable in the Year 2023?



COLLABORATION SKILLS



COMMUNICATION SKILLS



CRITICAL THINKING SKILLS



CREATIVITY SKILLS

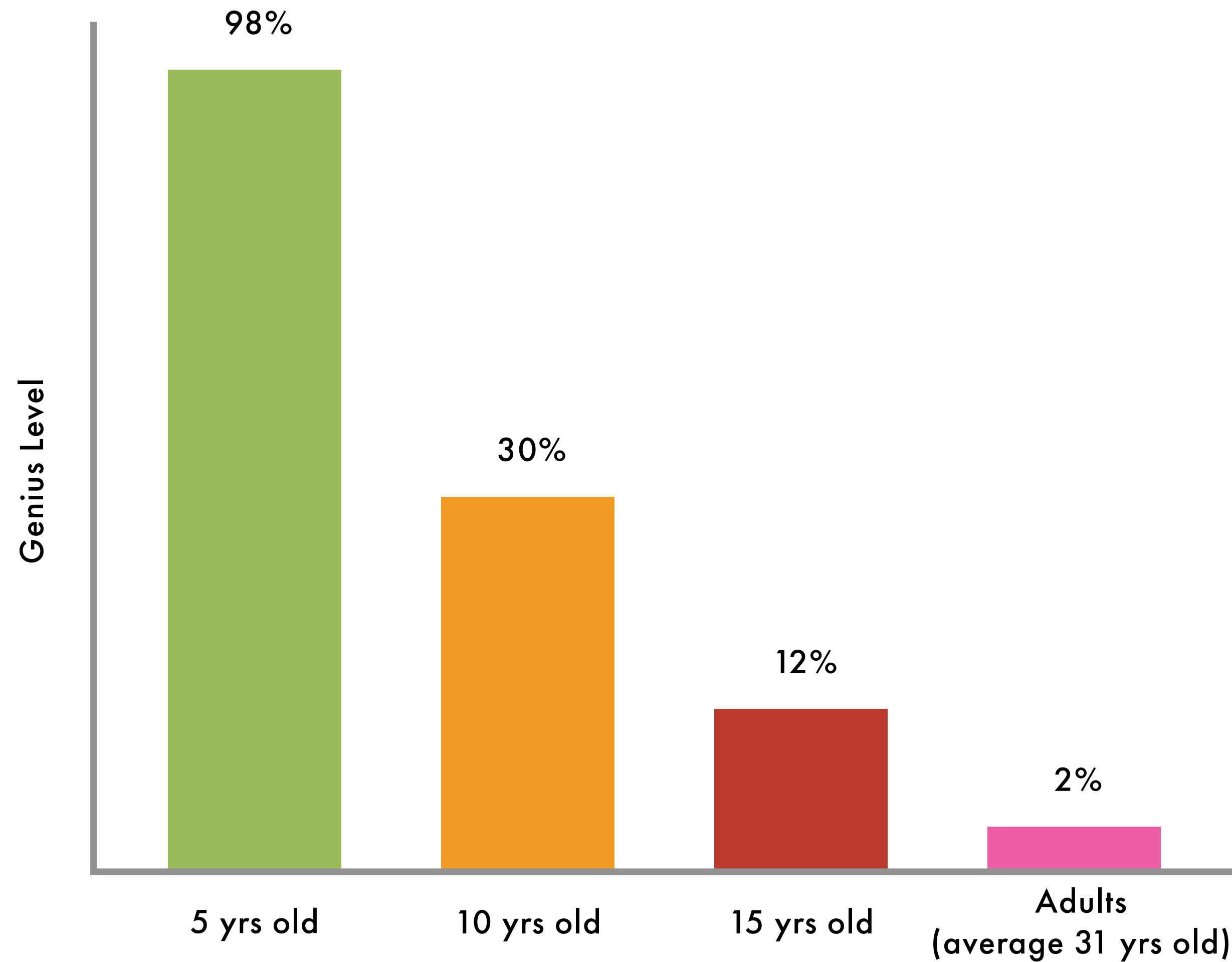


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**WE ARE ALL BORN CREATIVE**  
George Land NASA Study



A NASA creativity test used to select innovative engineers and scientists was given to 1,600



# A FORMULA FOR CREATIVITY



Knowledge

Imagination

Evaluation

Attitude



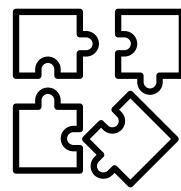


# ENEMIES OF CREATIVITY

Loss of Creativity as well Learning



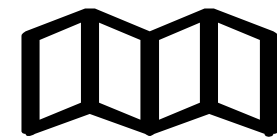
Fear of Judgement - People will think your our ideas are not good enough.  
Or even worse, you get caught up with judging yourself harshly before you even begin.



Perfectionism - Creative thinking requires a willingness to fail and make mistakes.  
Very often the mistake is the creativity.



Negative Thinking - From an early age, we've learned to analyze and criticize anything new. As an adult, it becomes second nature.



Tradition - Rules might be completely obsolete and counterproductive, but they are cherished by the organization as a dogma.



Default thinking - We become prisoners of our own success, doing things in a certain way that we lose the ability to break away and think differently.





# DEFAULT THINKING

Divide a Square in Half







# WHY DEFAULT THINKING

Provocative Operation



INCREASE THE SPEED OF DECISION MAKING

BUILD NEURAL NETWORKS

OUR BRAIN CREATES PATTERNS

EFFICIENCY



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# DIFFERENT TYPES OF CREATIVE THINKERS

Adaptors VS. Innovators

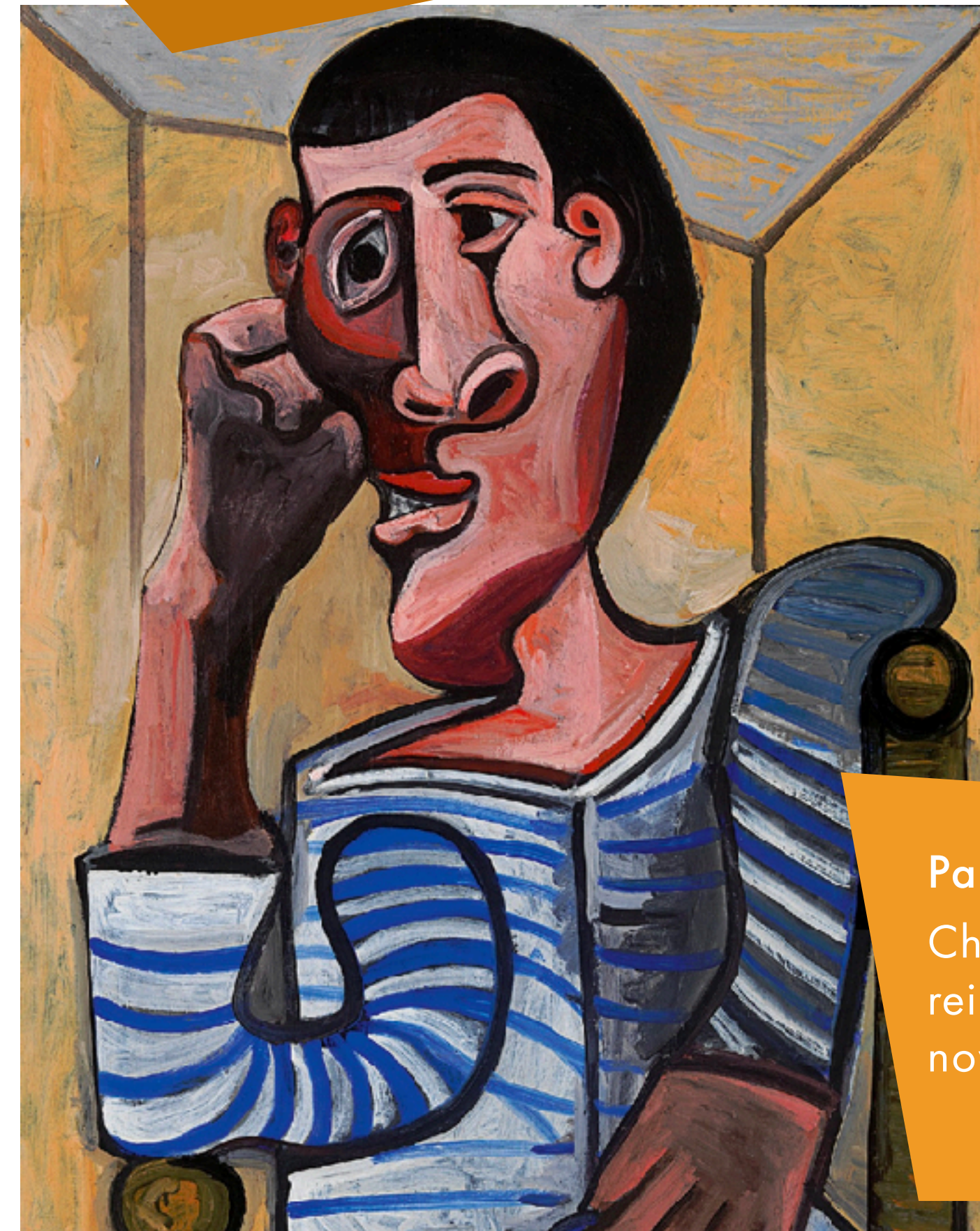


Normal Rockwell



**Incremental Creativity**  
Finding new ways to  
improve traditional  
ways of working

Picasso



**Paradigm Breaking**  
Challenge assumptions,  
reinvent systems, find  
novel approaches



# WHY BRAINSTORMING FAILS

Divergent VS. Convergent Thinking



Fear of Judgement

Lack of Diversity

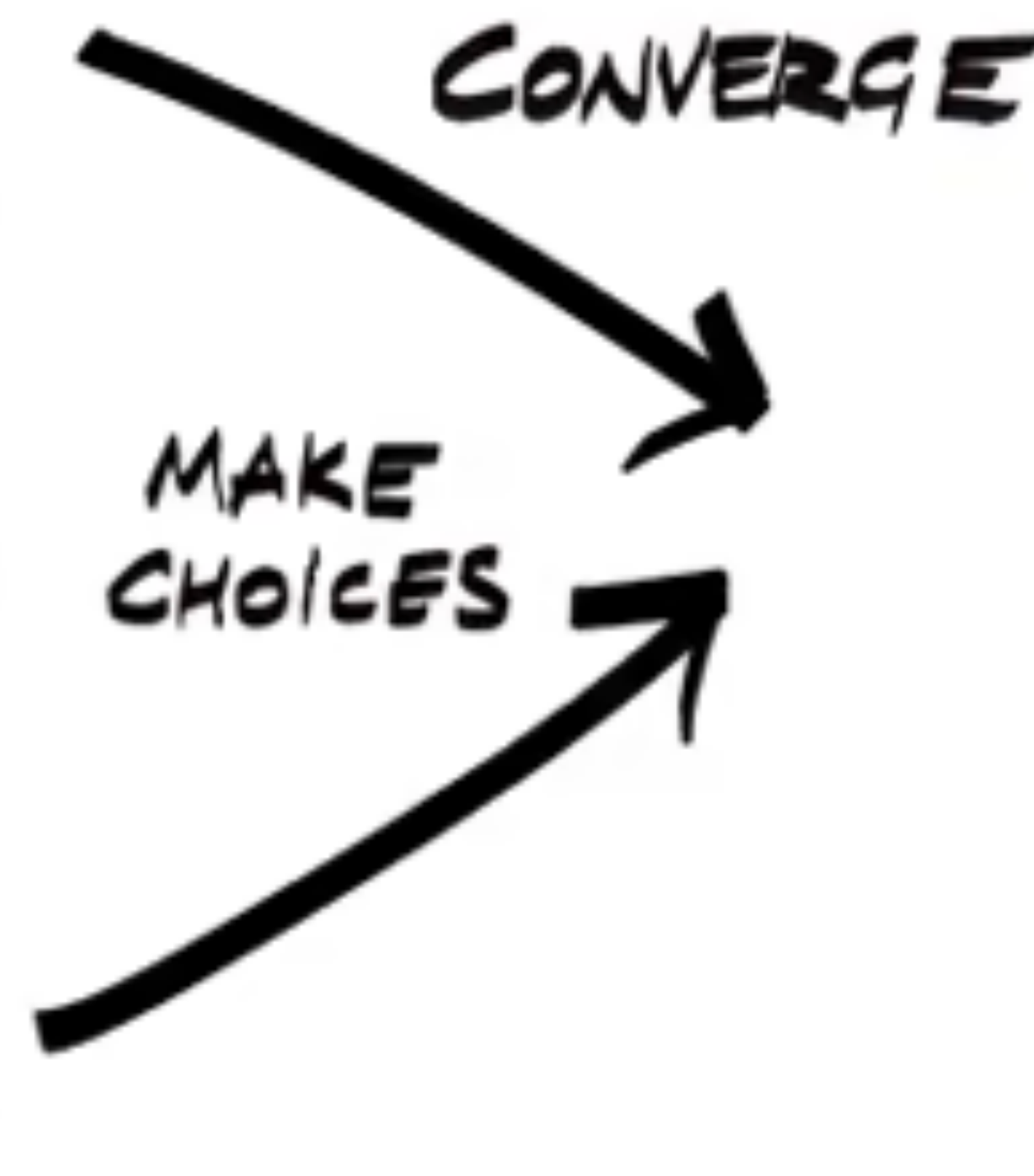
Group Think

Pleasing Bosses

Divergent and Convergent Thinking Simultaneously



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DIVERGENT VS. CONVERGENT THINKING

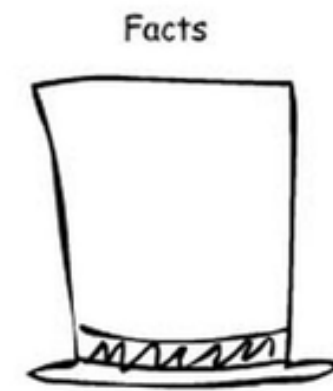






# SIX HATS TECHNIQUE

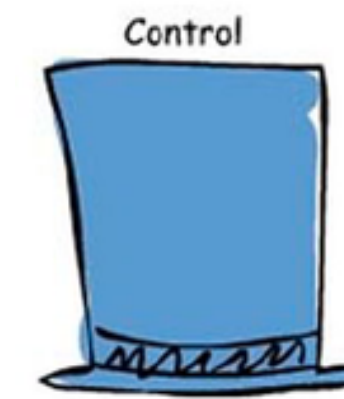
Edward Debono



**White Hat**  
Objective, focused on Facts  
and figures



**Red Hat**  
Bringing emotions into the  
discussion, It's fiery!



**Blue Hat**  
Organizer, stands above, determines  
which hat should be worn



**Yellow Hat**  
Sunny positive outlook



**Green Hat**  
Growth, creativity and new ideas



**Black Hat**  
Evaluation, critical thinking careful,  
devils advocate

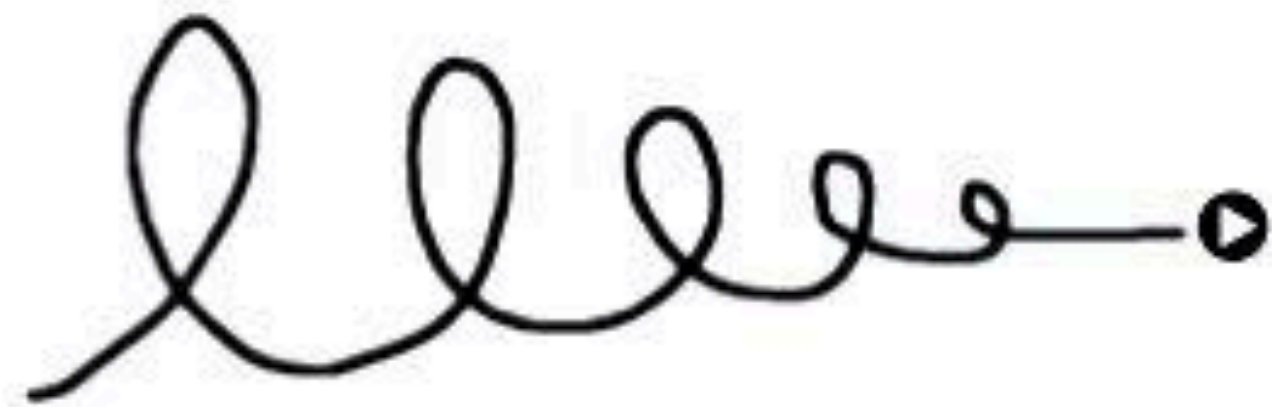


# BRAINSTORMING TECHNIQUES

Vertical VS. Thinking

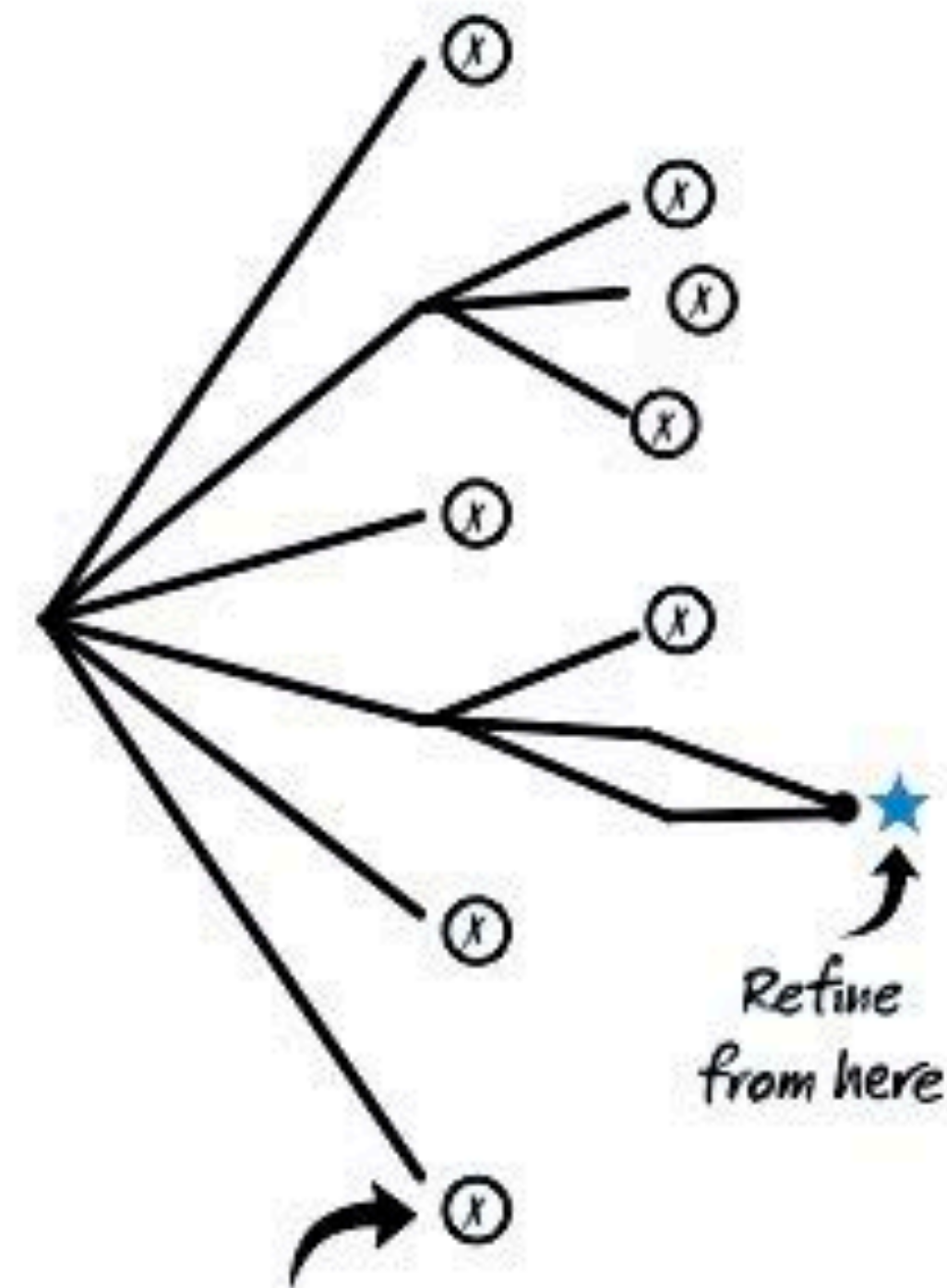


Vertical



Best solution  
is missed

Lateral



Many alternate  
solutions explored



# WHY BRAINSTORMING FAILS

Divergent VS. Convergent Thinking



How Is a Houseplant Like the Eiffel Tower

How Is the Ocean Like a Passive Aggressive Compliment

How Is Glitter Like a Marriage

How Is Self Esteem Like Mowing the Lawn



✦  
**RUN-ON STORY**  
An Improvisation Exercise



I give you a first sentence prompt  
Go around the table one person at a time.  
Each person shares one sentence that continues the story.  
Keep going until the story finds a natural conclusion



✦  
RUN-ON STORY  
An Improvisation Exercise



"That's Not Mine", I Said to the Police Officer....



✦  
RUN-ON STORY  
An Improvisation Exercise



I'll Never Eat Bananas Again...



✦  
RUN-ON STORY  
An Improvisation Exercise



I Have a New Theory About Life...

✦  
RUN-ON STORY  
An Improvisation Exercise



I Am Not Who You Think I Am...



✦  
RUN-ON STORY  
An Improvisation Exercise



This Morning I Woke Up and Noticed  
That I Was Not Alone....



# RUN-ON STORY

An Improvisation Exercise



I Stood in Front of a Room Full of People  
Waiting for my Answer...



✦  
RUN-ON STORY  
An Improvisation Exercise



I Never Believed in Therapists but  
I Went To See One Last Week



# RUN-ON STORY

An Improvisation Exercise



**My Neighbor Does the Same Thing Every Night...**



# STAGES OF THE CREATIVE PROCESS

What are your strengths



Clarify

Ideate

Solutions

Implement

# PARTING THOUGHTS



**Where there's an open mind there's always a frontier**  
- Charles Kettering, head of research at General Motors from 1920 to 1947

**Only the insane take themselves seriously.**  
- Max Beerbohm, 1890's dandy and humorist





# RUN-ON STORY

An Improvisation Exercise



**Be the Change You Wish To See**



# HELLO MY NAME IS: SHAWN GOLD

## Cannabis

- CMO at Lowell Herb Co., one of the fastest-growing, most talked about cannabis companies in North America sold to INDUS
- Advisor to MedMen and Charlottes Web.

## Ecommerce

- CMO at TechStyle, a \$1B subscription fashion company with brands Fabletics, JustFab, ShoeDazzle, and SavageXFenty.
- CEO Cocodot celebrations, sold to Evite (IPO forthcoming)

## Content & Social Media

- CMO at MySpace, head of marketing & content from 25 to 110 million users worldwide, sold to Newscorp.
- Publisher of Weblogs, Inc., a network of popular blogs including Engadget, Joystiq, and Autoblog, sold to AOL.
- CMO at Inside Studios, a video and mobile app company with over 1 billion views on YouTube and MSN.



S A V A G E F E N T Y  
LINGERIE BY RIHANNA



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