

Managing the Creative Corporation

A Presentation to the International
Conference on the Creative Economy

It's a New Economy!

“The highly successful in life
do not compete, they create.”

— *James Arthur Ray*

It's a New Economy!

- New economic ages organize around new ways of thinking
- Challenge established ways of doing things
- Discover what has been there all along—latent capabilities we can cultivate and grow
- From this radical transformation in thinking emerges a new reality

Creative Age

Information Age

Industrial Age

Agricultural Age

It's a New Economy!

Data is a powerful tool for revealing past behaviors, but insufficient in providing direction for the future.

The Creative Economy

The age in which we understand, embrace
and manage passion in the pursuit of achievement
limited only by our imagination.

Profile of a Creator

- Love to create
- Start with an original idea
- Work is its own reward
- Focused in timeless concentration
- Purposeful and energetic
- Contagious with enthusiasm
- Engender the support of others

$$E=mc^2$$

Achieve collaboration at the energetic level where
the measure of productivity is not:



Rather, it is:



$$E=mc^2$$

At the source of every corporation
is a creative thought...



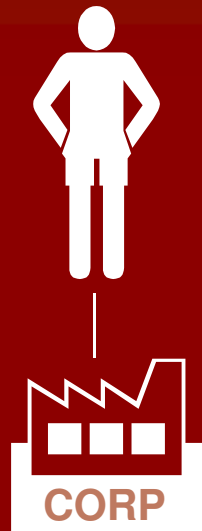
In the Creative Economy, companies
will flourish or fail, depending on
how their creative source is managed.

Manage the Passion

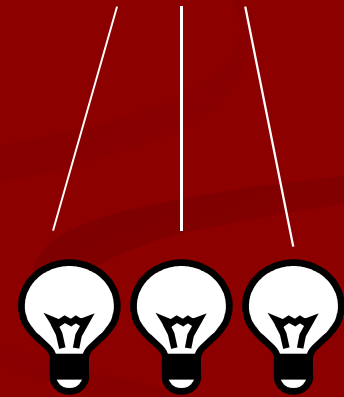
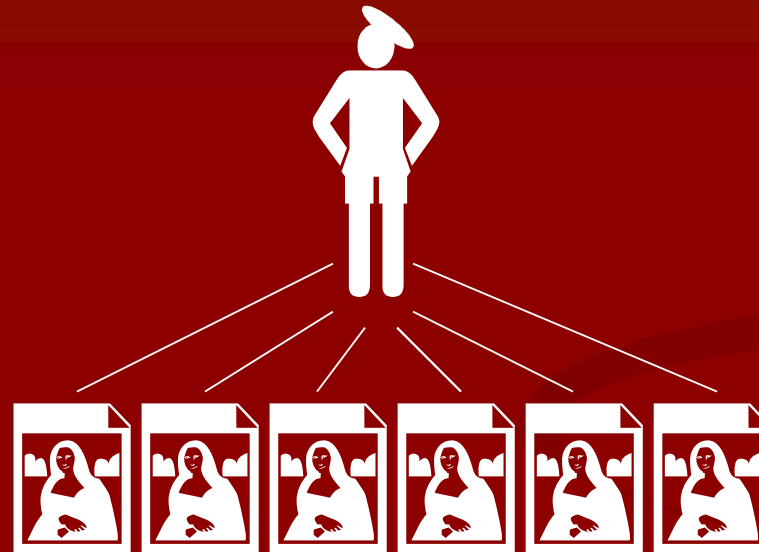
Enable people to see themselves, their purpose and uniqueness within the paradigm of the organization.

Manage the Passion

Entrepreneur



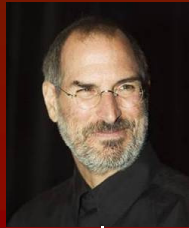
Artist



Manage the Passion

Companies know how to produce.
They must learn how to create.

Creative Leaders



Apple II
Macintosh
iPod
iPhone...



Industrial Light & Magic
Skywalker Sound
Lucas Arts
Lucas Licensing...



Virgin Records
Virgin Airlines
Virgin Trains
Virgin Galactic...

Create, reinvent, uncover and innovate time after time.

Creative Leaders

- Creative Mindset: Passionate Courage to Change the World
- Singular Vision: A Clearly Defined Dream
- Focus: Simplify Complex Concepts
- Create a Universe: A World with which People Identify
- Embrace Experience: Reinforce Values at Every Opportunity
- Manage from a Creative Core: A Small 'A' Team of Creators
- Form Creative Clusters: Gather People around a Purpose
- Creative Environment: Spaces to Create Alone and Together
- Exploit Creative Tension: Let the Dream Drive the Activity
- Have Fun and Celebrate: Reunite Work, Play and Learning

Answer the Call

WORK

CREATE

LEARN

“We will never correct the fragmentation
in our society until we have corrected
the fragmentation in our thinking.”

— *David Bohm*

Answer the Call

- Recognize Creativity as a Financial Asset
 - It fuels a company's purpose
- Teach People How to Create
 - It is a process that can be learned
- Abandon Old Assumptions and Beliefs
 - They are barriers to the new economy
- Evolve Creatively
 - Unlock the talent within

Create and Prosper

“Thank you!”