

Becoming Creative

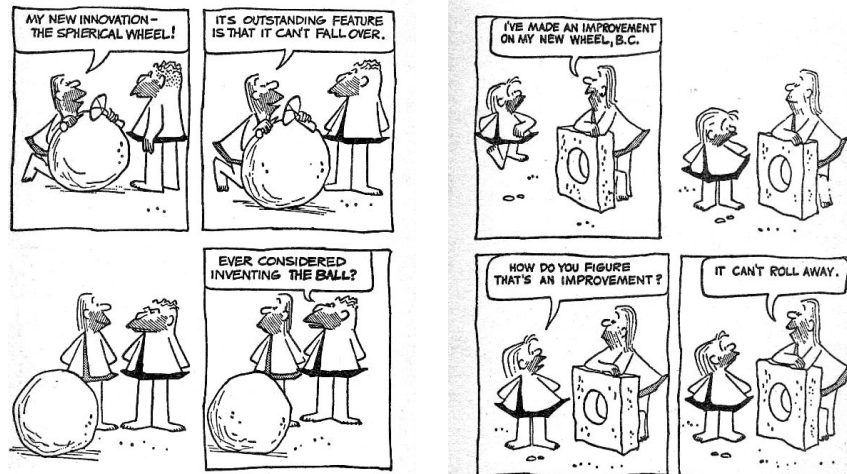
Great Changes – Great Men

Lessons from History

Ancient times

1. **Petroglyphs**
 - Use images to project ideas they will last longer.
2. **Ancient Egypt**
 - Build on your dreams and calculations, even if it seems impossible. Don't worry about your image (for posterity) in history, it will always be wrong.
3. **Moses**
 - Set an ambitious goal.
 - Give short term successes.
 - Set clear rules of the game. (Ten short statements are enough.)
 - Promote the team identity.
 - Have someone else write the story.
4. **Aristotle**
 - Walk around, discuss your ideas with friends.
 - Have a consistent method.
 - A life not subject to analysis can confuse vices for virtues.
 - Do not assume you have all the facts
5. **Pirrus**
 - Do not wait until you are completely lost to check the map.
 - Review your corrective actions soon and evaluate.

Lessons from History – Ancient Time



Johnny Hart, Hey! B.C., Fawcett Gold, USA, 1959

Lessons from History

6. Attila

- ...we all make mistakes, some never learn from them.
- Learn from your mistakes .. withdraw, reconsider, learn, change...
- Try again.
- Train your leaders. Set rules for them.
- Leaders keep their distance (do not drink with the troops).

7. Cesar

- Let them argue as much as they like...
- Take action, make mistakes, correct them immediately, succeed.
- Then have management discuss a reality, not an idea.
- Preserve your image, even when you fall.
- History remembers the achievers.
- Anger is a bad counselor. Take your decisions calmly.

8. Romans

- Promote innovation and apply it on the field.
- Feedback field findings to modify technology.
- An efficient communications network and a well managed set of small technological changes will gain the field.
- A solid legal structure will consolidate your leadership.

Lessons from History

6. Jesus Christ

- If they are here to stay, love your enemies, assimilate them.
- If your philosophy is better than theirs, teach them.
- If their laws are better than yours, adopt them.
- Pay your taxes.

11. William the Conqueror

- If you have a technological advantage use it now, before the competition gets smart, they will learn fast.

10. Hernán Cortés

- Stimulate commitment, even if you have to burn your ships.
- Always send copies to top management.
- If your competition believes you are good, let them think so.
- If somebody is praising you, let him, even if he is out of the ball park.

Lessons from History

10. John Adams

- Be consistent and persistent.
- Discuss a document not an idea. Make them discuss “how” not “if”.
- Have all translate their ideas into writing.
- Negotiate.
- Standardize your trade tools.

Ben Franklin

- Follow-up.
- Realize that you are not perfect , leave room for improvement.
- Do not spit upwards, it will always come back (be a diplomat).

Booker Washington

- Cast your bucket where you are. Make friends wherever you are.
- The data is already there in your pocket, just find it.
- Take the information from the doers to the decision makers, without alienating the command structure.

Lessons from History

12. Lincoln

- (keep the team focused), the rest will come by itself
- Excel in the use of language.
- Do not go to the theater.
- Your best speech is never the one you spent more time preparing.

16. Queen Elizabeth

- Sex is not the relevant issue, it is the stomach and the heart.
- A leader is not the one that looks like one, it is the one that takes the difficult decisions at the right moment.
- Looks help, but are not all.
- Do not hesitate, you do not need to be right all the time.
- Trust your team, but keep them busy.

17. Sor Juana

- Do not punch a tiger in the nose.
- Do not tread on the field of those that make the rules, they can probably change them to get rid of you.
- Use poetry to say the truth (an unpopular truth). The message will carry, and you can get away with it. It will eventually become popular .

Lessons from History

16. Churchill.

- Do not discuss the issue, just do it, let nature argue for itself.
- Just do it
- Promise only sweat tears and blood.
- Use powerful arguments , get powerful allies.
- Base your speech on tradition, but do not rely on it. Rely on perseverance
- Give them the proper tools, they will finish the job.
- If you're going through hell, keep going.
- If you have ten thousand regulations you destroy all respect for the law, keep the rules simple.
- You have enemies? Good. That means you've stood up for something, sometime in your life. Do not worry about your competition, let them worry about you.
- Courage is what it takes to stand up and speak; courage is also what it takes to sit down and listen.

Lessons from History

16. Franklin D. Roosevelt

- Set an ambitious goal.
- Get the best people to work on it.
- If they are the opposition, it's even better. They know they will be judged by their results, not by friendship, so they will do a good job.

17. Edison

- 90% perspiration, 10% inspiration.
- If you dig deep enough you will eventually find water.
- Get a good lawyer.
- Build a great image, then you can get away with anything.
- Do not minimize the ideas of the Teslas.

Lessons from History

18. Westinghouse

- The inventor is the fox, not the leader of the pack.
- No matter how tempting is, don't show your cards ahead of time .
- If your competition is making a mistake, let them make it.

19. Tesla

- A good idea without a business plan (strategy), is not a good idea.

20. Einstein

- A scientist's best value is cosmic inspiration (it helps to be intelligent and to surround yourself with intelligent people).
- God does not play dice with the laws of nature.

21. Philosopher of Güemes

- If the first dog can't catch the hare, much less the second one.

Modern Day Techniques

2. Picture of the founder
 - What would Walt have done?
 - Lenin have done...
 - Mao's thinking was...
 - The Red Book says...
 - If it's not in the black book, it's nowhere!

Modern Day Techniques

3. What I don't know won't hurt me
 - Why are you telling me this?
 - Send it through the proper channels.
 - We don't take care of specific cases.
 - I was misled.
 - I missed that meeting.



Modern Day Techniques

4. Round the usual suspects
- Re-assign the job that went wrong to... (the new guy).
 - Send the equipment pieces to (...his...) office.
 - Hire a consultant.
 - Call the supplier.
 - Blame God - Lightning?



Modern Day Techniques

5. Team work
- We will do it together! (*It will never be done.*)
 - If we all work together... (*you will end up doing their work too.*)
 - Team crisis management... (*when a boat is sinking, team members abandon ship first.*)
 - Team spirit... (*if one is wrong, he gets fired. If the team is wrong, one gets fired, and it will probably not be a team member!*)



Johnny Hart, B.C., Big Wheel,
Fawcett Publications, USA, 1974

Modern Day Techniques

6. The Gillette blade method
 - Two is better than one, three is better than two, five is better than four.
 - If all your questions are foolish, one is enough.



Brant Park and Johnny Hart, The Wizard of ID, Every Man is Innocent Until Proven Broke, Fawcett Books, USA 1971

Modern Day Techniques

7. Lessons from NASA
 - No matter what the press wants, you cannot arrive to a conclusion before you do your homework.

Time is Not Constant, and has Nothing to Do with Speed,

- One hour, in Russia
- Tomorrow, in Mexico
- Next week, in Australia.
- Immediately, in India.

Are all synonyms of sometime in the future.



Use the right team for the job



Being Right is a First Person Job

- There was this old lady that said, “I have never met any person that has always been right, that is, besides me!”

Benjamin Franklin

(I accept this Constitution with all its mistakes)