

THE ICARUS DECEPTION

SETH GODIN

THE SIMPLE ASSUMPTION: YOU KNOW HOW TO BE HUMAN AND HOW TO MAKE ART!

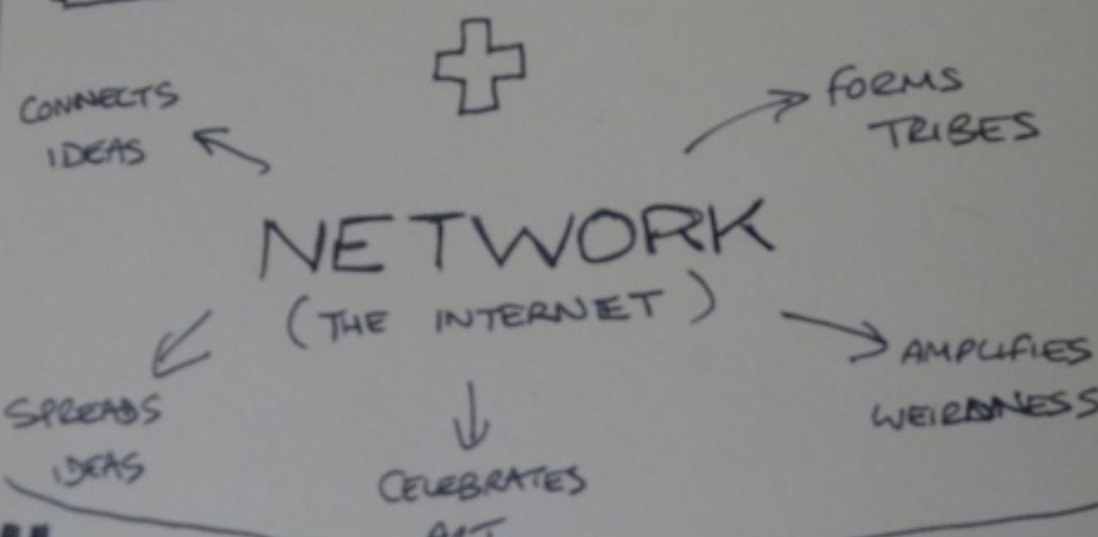
THE INDUSTRIAL AGE HAS FADED AWAY AND BEEN REPLACED BY THE CONNECTION ECONOMY - THE WIDE OPEN REALITY OF OUR NEW ECONOMIC REVOLUTION. PG 20

ICARUS WAS ALSO TOLD NOT TO FLY TOO CLOSE TO THE SEA AS WELL - OUR CULTURE HAS 'FORGOTTEN' THIS PART OF THE STORY!

ARTISTS CONNECT DISCONNECTING IDEAS AND CREATE STUFF THAT SPREADS. THEY 'COMMIT' TO ACTION AND NEW WAYS OF THINKING.

"AN ARTIST IS SOMEONE WHO USES BRAVERY, INSIGHT, CREATIVITY, AND BOLDNESS TO CHALLENGE THE STATUS QUO." PG 9.

TRUST CONNECTION SURPRISE = ARTIST



"THE CONNECTION ECONOMY HAS MADE COMPETENCE NOT PARTICULARLY VALUABLE AND HAS REPLACED IT WITH AN INSATIABLE DESIRE FOR THINGS THAT ARE REAL, NEW AND IMPORTANT." PG 14

ART IS THE PAIN OF POSSIBILITY, VULNERABILITY AND RISK - STRETCHING ONESELF INTO A BETTER YOU - THE NARRATIVE OF BEING ALIVE.

THIS IS ABOUT DESIGNING THE WORLD NOT COPYEDITING IT - NOT UNTIL A HUMAN CONNECTION HAS BEEN MADE, CAN YOU CALL YOURSELF AN ARTIST... ES/PIE!!!

"THE ART OF MOVING FORWARD LIES IN UNDERSTANDING WHAT TO LEAVE BEHIND." PG 21.

MORE INNOVATION COMES FROM CULTURES WHICH CELEBRATES ACHIEVEMENT.

MAKE MEANING, NOT JUST STUFF!

THE INDUSTRIAL SYSTEM DOESN'T NEED WORKERS TO 'CARE' - THE SYSTEM MANAGES OUTPUT NOW - BUT AT A 'DE-HUMANISING' COST.

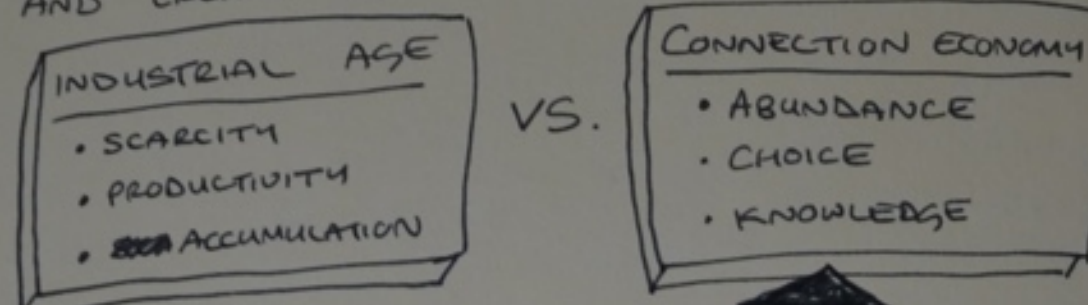
BETTER SAFE THAN SORRY

"THE SEARCH FOR THE RIGHT ANSWER IS THE ENEMY OF ART" PG 22

CHOOSE TO PURSUE RATHER THAN CONSIDER IF YOU OPT WHAT IT TAKES - IT'S ABOUT CREATING A HABIT TO CREATE, WHAT MATTERS:

TRUST PERMISSION REMARKABILITY STORIES THAT SPREAD LEADERSHIP HUMANITY

TAKE THE CHANCE TO DECIDE ON WHAT TO DO, MAKE, DELIVER - MAKE IT PERSONAL AND CREATE CONNECTIONS.



THIS ONE SCALES... (VERTICAL VS HORIZONTAL)

... BUT YOU HAVE TO 'PICK YOURSELF'!

FOR AN ECONOMY THAT ISN'T BROKEN, JUST DIFFERENT:

"THE MOST RATIONAL THING TO DO IS THE IRRATIONAL WORK OF ART. SEEK OUT QUESTIONS, NOT ANSWERS." PG 28

EMOTIONAL
CAGING
TRANSFORMATIVE
RISKY
GENEROUS
PERSONAL
UNTESTED

WHAT IS ART?

"... YOUR WORK IS TO CONFRONT THE THINGS THAT SCARE YOU." PG 67

'WHAT DO YOU WANT YOUR CUSTOMERS TO BECOME?' WHEN YOU KNOW THAT THE CONNECTION YOU CREATE HAS THE POWER TO CHANGE...

DO WORK THAT MATTERS, AND CREATE A TRIBE THAT WILL MISS YOU WHEN YOU GONE:

"SIX DAILY HABITS FOR ARTISTS:"

1. SIT ALONE; SIT QUIETLY
2. LEARN SOMETHING NEW WITHOUT ANY APPARENT BENEFIT
3. ASK INDIVIDUALS FOR BOLD FEEDBACK; IGNORE WHAT YOU HEAR FROM THE CROWD.
4. SPEND TIME ENCOURAGING OTHER ARTISTS.
5. TEACH, WITH THE INTENT OF MAKING CHANGE.
6. SHIP SOMETHING THAT YOU CREATED.

BECOME AN 'IMPRESARIO' - A CONNECTOR, A PATHFINDER, A CREATOR OF EVENTS - DON'T WAIT FOR INSTRUCTIONS, GET OUT THERE AND CREATE MAGIC AND OPPORTUNITY.

"ART IS A COMMITMENT TO A PROCESS AND TO A DIRECTION AND TO GENEROSITY, NOT A RESULT." WITH NO MAP / GUARANTEES / MANUAL, THIS IS TRULY THE PAIN AWAY FROM 'QUIET DESPERATION'!

BECOME THE 'GRIT' THAT MESSES UP THE INDUSTRIALIST MACHINE - RECLAIM THE POWER TO MAKE A DIFFERENCE, HAVE AN IMPACT AND CHANGE A CULTURE.

"WE DON'T NEED MORE STUFF; WE NEED MORE HUMANITY" PG 113

(SUPER)HEROES NEED VULNERABILITY TO MAKE THEM INTERESTING AND FOR US TO FORM A CONNECTION WITH THEM. THEY ARE ALWAYS MOVING FORWARD BECAUSE THEY KNOW EFFORT IS MORE IMPORTANT THAN PERFECTION: BOOM!

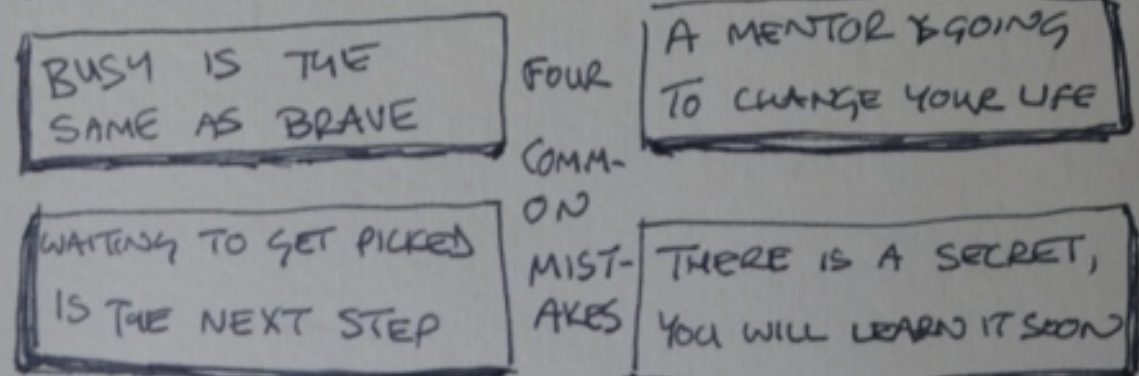
THERE'S NO SHAME IN THIS

SHAME IS USED IN THE INDUSTRIALIST MODEL TO DRIVE BEHAVIOUR - WE MUST REFUSE TO ACCEPT THIS - BECOME SHAMELESS!

"WHERE IS THE SHAME IN USING OUR BEST INTENT TO MAKE ART FOR THOSE WE CARE ABOUT?" PG 125

WHOM WE CARE ABOUT IS THE AUDIENCE WHOM YOU CHOOSE TO MAKE ART FOR.

CHOOSE ALSO YOUR OWN METRICS FOR SUCCESS



RESISTANCE WILL SHOW UP - GOOD - THIS MEANS YOU'RE ABOUT TO CREATE ART (BE VULNERABLE / DO SOMETHING DIFFERENT). EMBRACE IT - SEEK IT OUT - CHOOSE TO MAXIMISE IT, BE BRAVE.

"TO MAKE ART, THINK LIKE AN ARTIST. TO CONNECT, BE HUMAN." PG 143

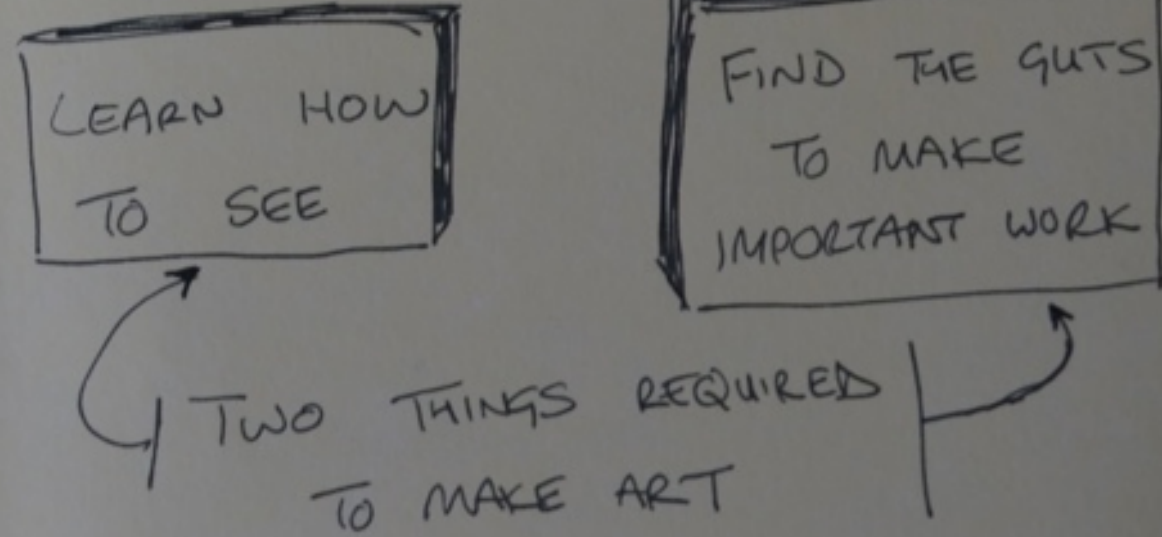
RELINQUISH YOUR WORLD VIEW TO NOTICE THINGS OTHERS DON'T. LOOK FOR PATTERNS NOT SHORTCUTS.

BECOME NAIVE IN HOW YOU SEE THE WORLD AGAIN.

MAKING THINGS SHORT-CIRCUITS THIS PROCESS.

"THE SPECTATORS ARE THE ONES WHO PAID TO WATCH, BUT IT'S THE PLAYERS ON THE FIELD WHO ARE TRULY ALIVE." PG 153

KNOWING A LOT ABOUT A SPECIFIC DOMAIN IS NOT SUFFICIENT - YOU MUST MAKE ART!



RISK WRONG OR RISK BORING. NOBODY NOTICES REPETITION / THE BANAL:

- EMBRACE YOUR MUSE
- KNOW YOUR DOMAIN
- EMPATHISE WITH YOUR CUSTOMER
- CARE DEEPLY HOW YOUR WORK AFFECTS THEM

CARE, CARE, CARE, CARE ETC. = ARTIST DO, DO, DO, DO, DO

BECOME A GREAT BOSS / TEACHER OF YOURSELF!

DO THE BIG WORK

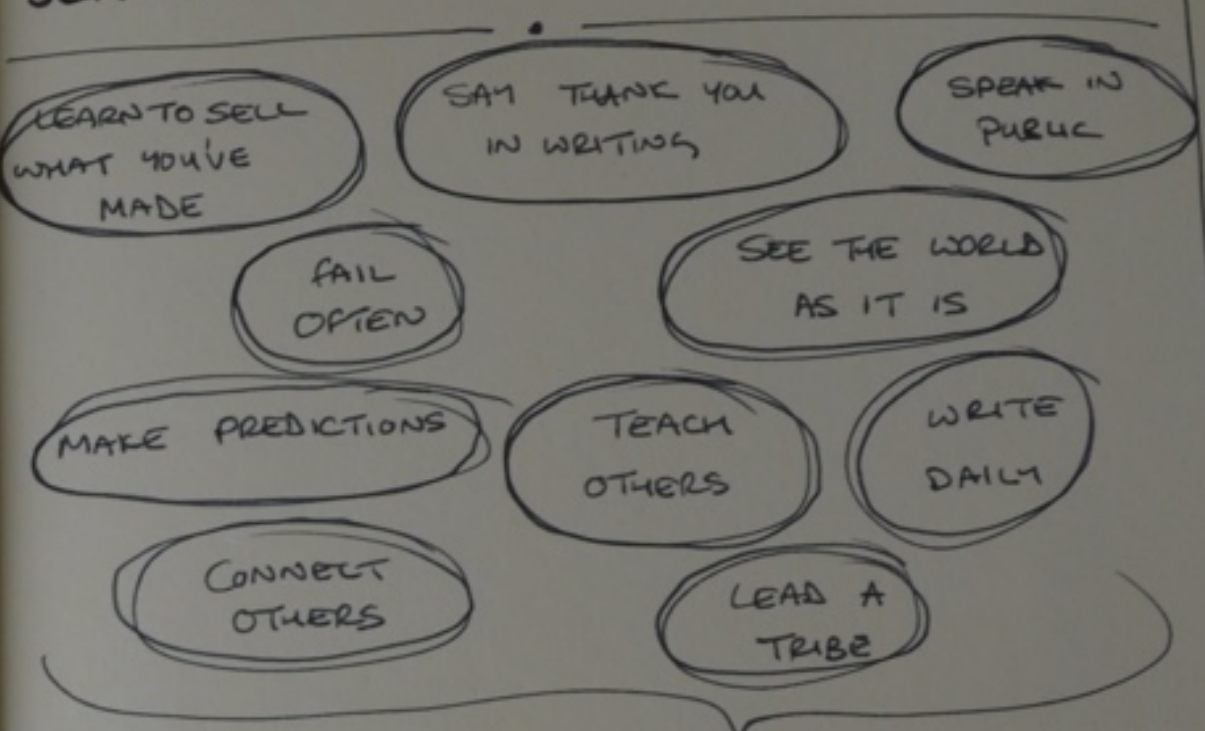
IGNORE YOUR "WORST-CASE-SCENARIO-GENERATOR". SUCCESS IS EQUALLY AS DANGEROUS AS HIDING IN THE SHADOWS BUT IT'S A FAR BETTER DANGER.

DANGER AND THE PAIN OF KNOWING YOU WILL ALWAYS BE IN FEAR, MAKES ART SCARCE: IGNORE IT!

ALL ART IS IMPERMANENT - IT FADES TO ALLOW NEW STUFF... WHICH FADES.

IMPORTANT WORK = ART + RIDICULOUS + IMPACT

"ART IS THE ACT OF DOING WORK THAT MATTERS WHILE DANCING WITH THE VOICE IN YOUR HEAD THAT SCREAMS FOR YOU TO STOP." PG 144



HABITS OF SUCCESSFUL ARTIST

SWAP WORK FOR GAMES - REFRAME. PLAY AN INFINITE GAME WHICH ENCOURAGES BETTER MOVES FROM YOUR FELLOW PLAYERS

"WHEN THE RESULT ISN'T THE ONLY POINT, THEN OF COURSE YOU'RE GOING TO SPEND MORE EFFORT ON PROCESS AND INTENT." PG 210

EMBRACE THE ROUGH EDGES AND THE IDEA THIS WILL TAKE TIME.

DON'T WASTE THE CHANCE TO FAIL, TO CREATE, TO USE THE AMAZING WEB - GO!