

Unlock Hyper Imagination

*Preparing our human
mind for the AI era*



Mexico City, June 2023





Creativity can be defined as the
capacity to produce new and valuable ideas



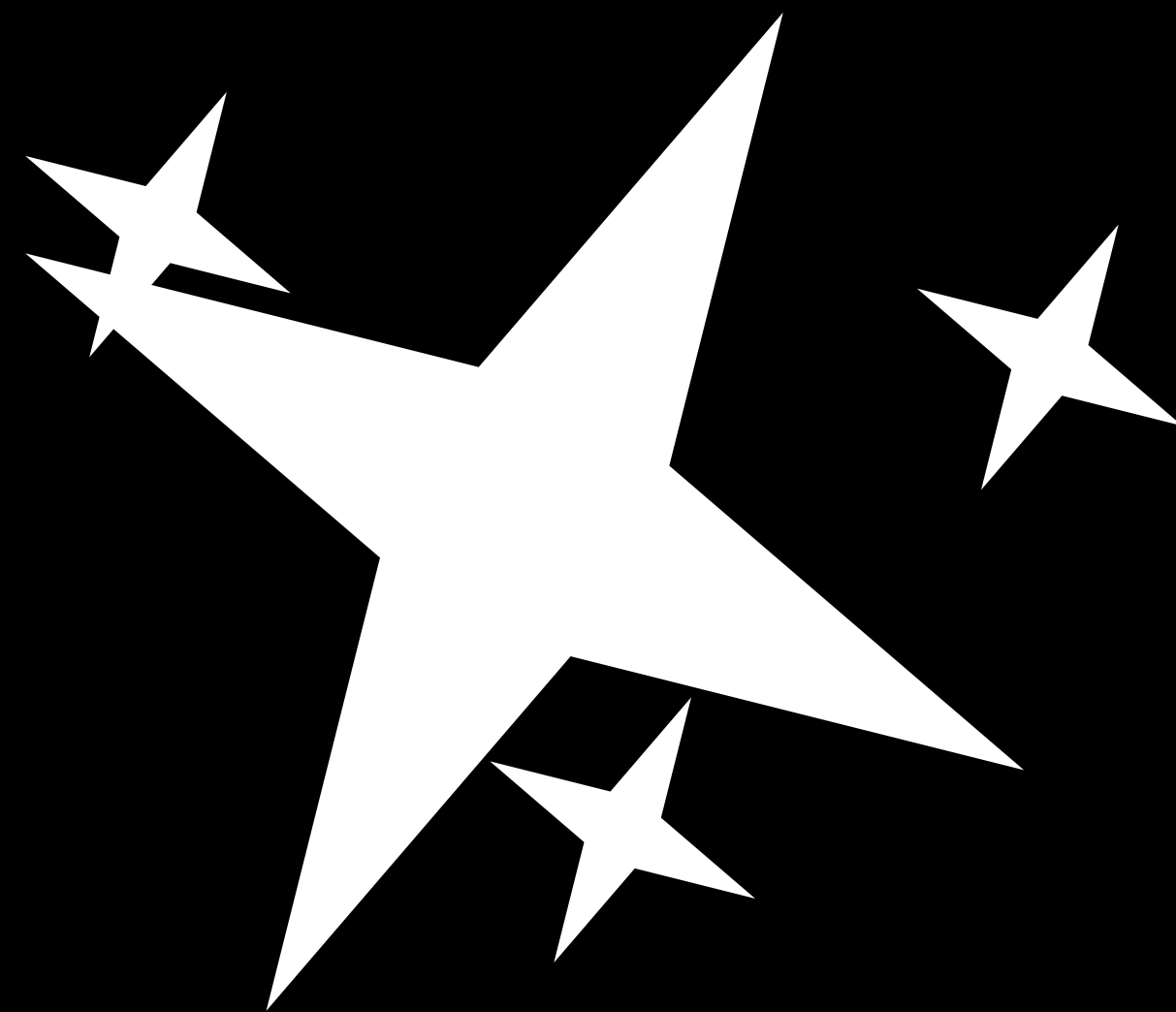
Imagination can be defined as the
mental capacity to envision possibilities.

Era of AI

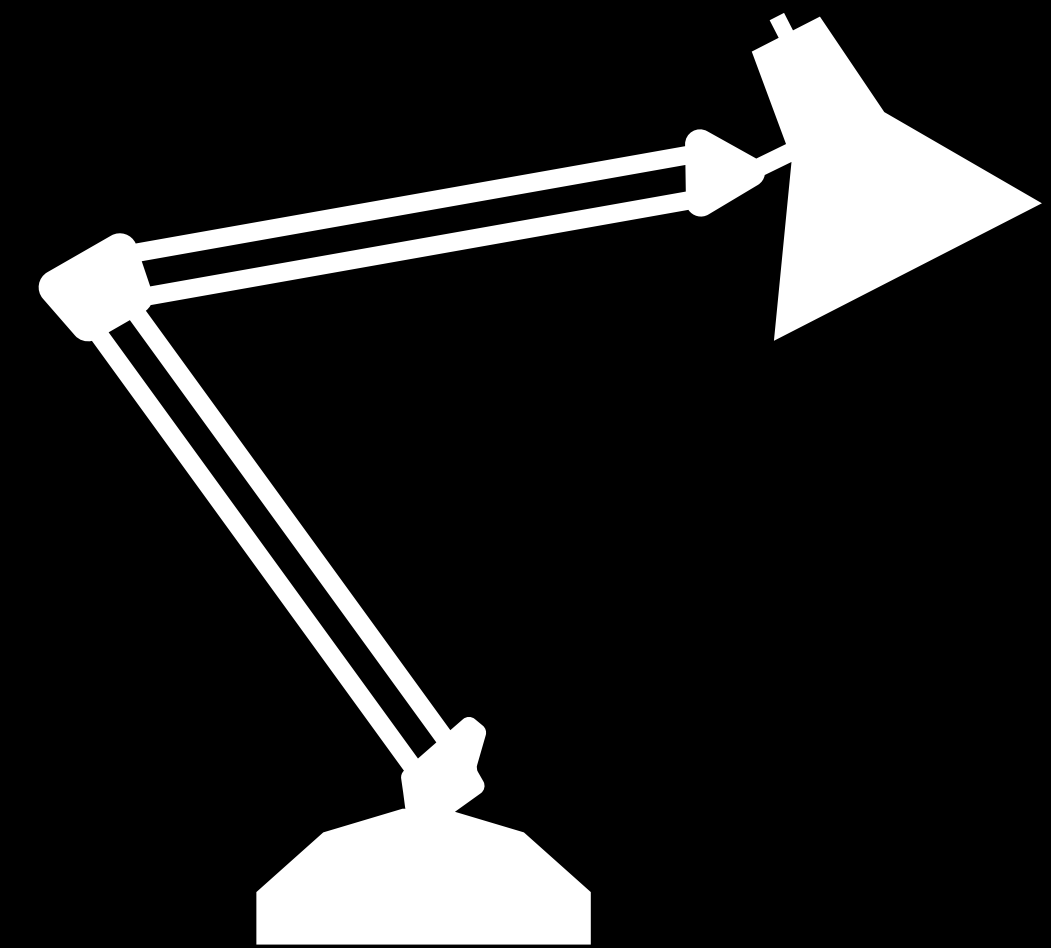
**Cost of production
goes toward zero**



**Creative output can
be redistributed**



**Imagination earns
highest value**



A black and white photograph of a person in a small boat on a calm sea. The person is silhouetted against the light sky. The boat is in the middle ground, with its reflection visible in the water. To the left, there are large, dark rocks. In the far distance, a small island is visible on the horizon. The overall mood is serene and quiet.

Salt





Icelandic people had to fish everyday. Discovering salt to preserve their fish freed up their week to do something other than fish. And then Bjork created music.



**Ch-ch-ch-ch-
Changes**

Top 10 skills of 2025

Type of skill

-  Problem-solving
-  Self-management
-  Working with people
-  Technology use and development



Analytical thinking and innovation



Active learning and learning strategies



Complex problem-solving



Critical thinking and analysis



Creativity, originality and initiative



Leadership and social influence



Technology use, monitoring and control



Technology design and programming



Resilience, stress tolerance and flexibility



Reasoning, problem-solving and ideation



Solving problems

The most in-demand skill

A woman with a pink and black striped hat and sunglasses, set against a background of radiating lines and blue circles.

The power of imagination

Keeps us human



Divergent thinking and Convergent thinking

Working as a system

With thanks to Dorte Nielsen

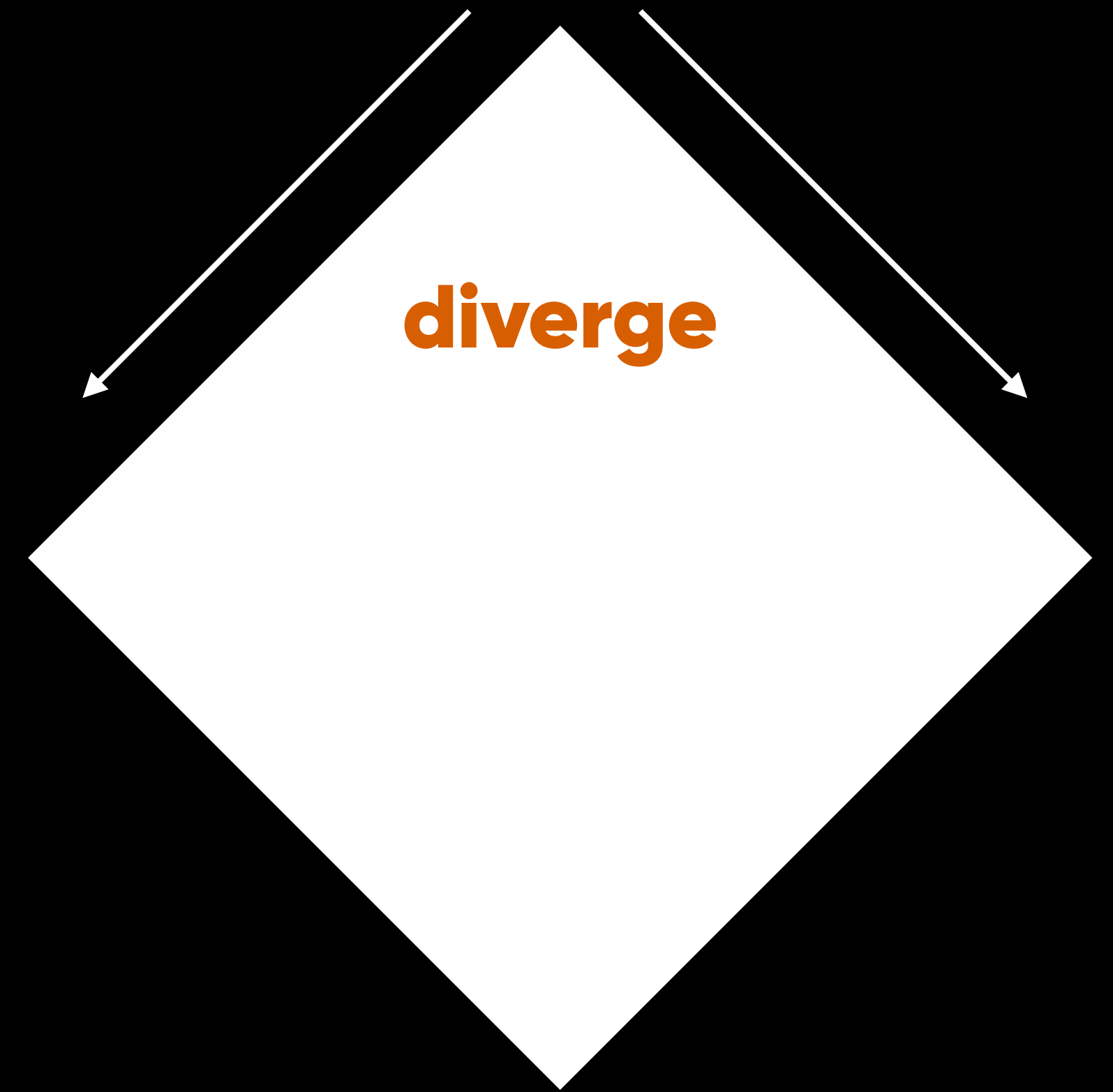
Divergent Thinking

Defer judgement

Go for quantity

Make wildfire combinations

Seek the unexpected and original



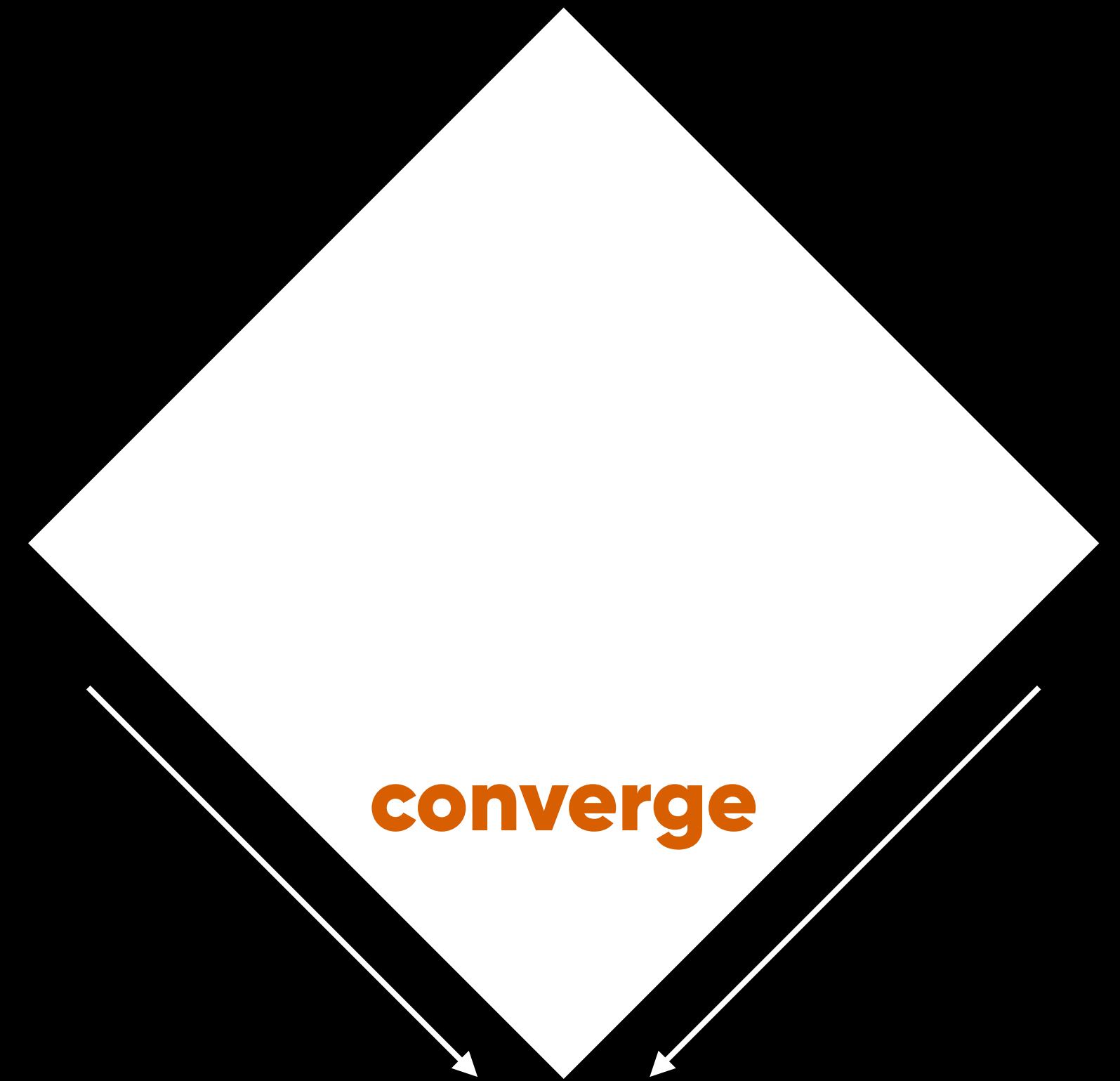
Convergent Thinking

Assess the ideas constructively

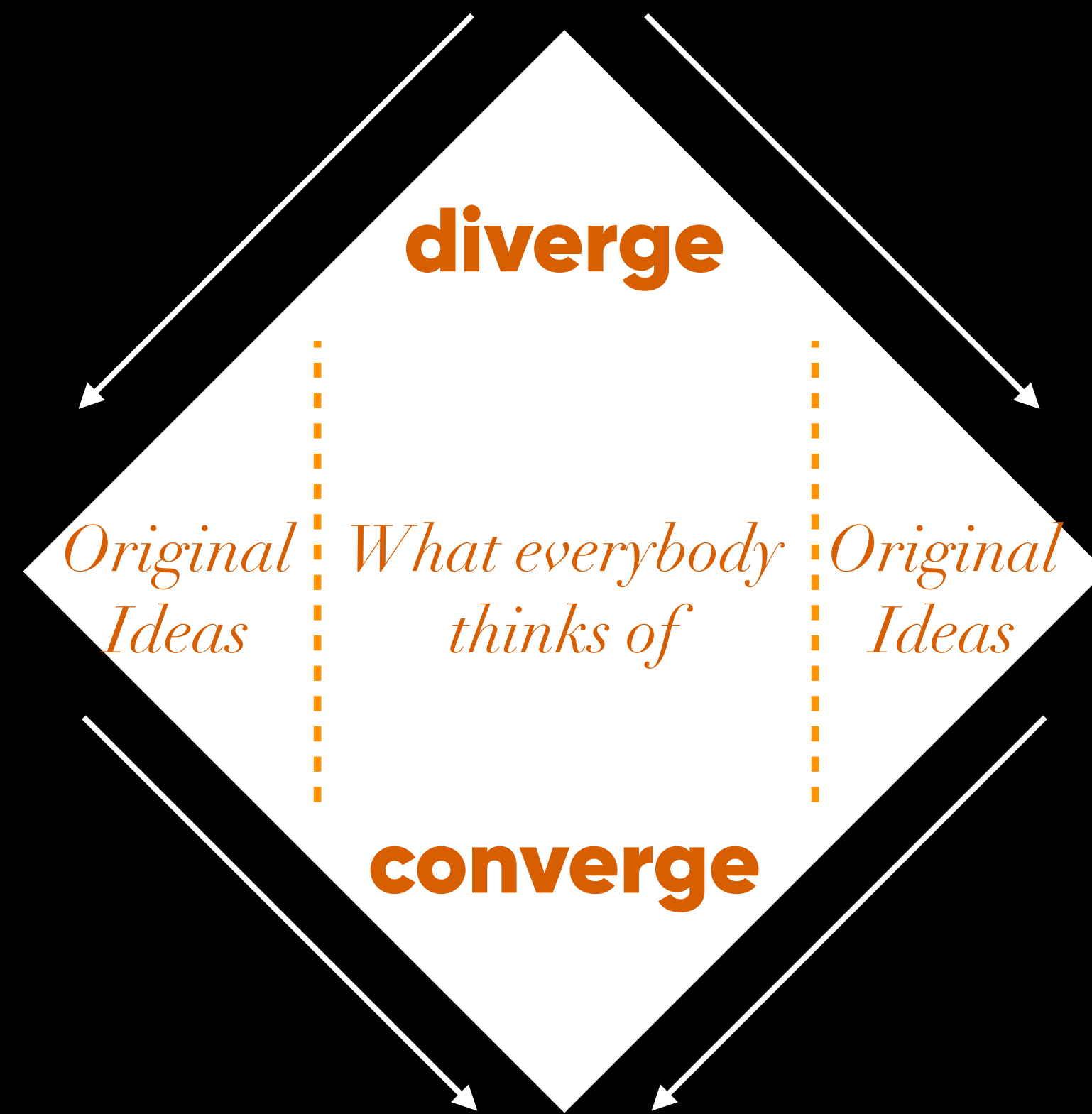
Keep novelty alive

Check your problem statement

Focus your thinking



Two phases together



Unlock imagination



be a deviant or die of boredom

— *W. Burroughs*

Applying to key processes

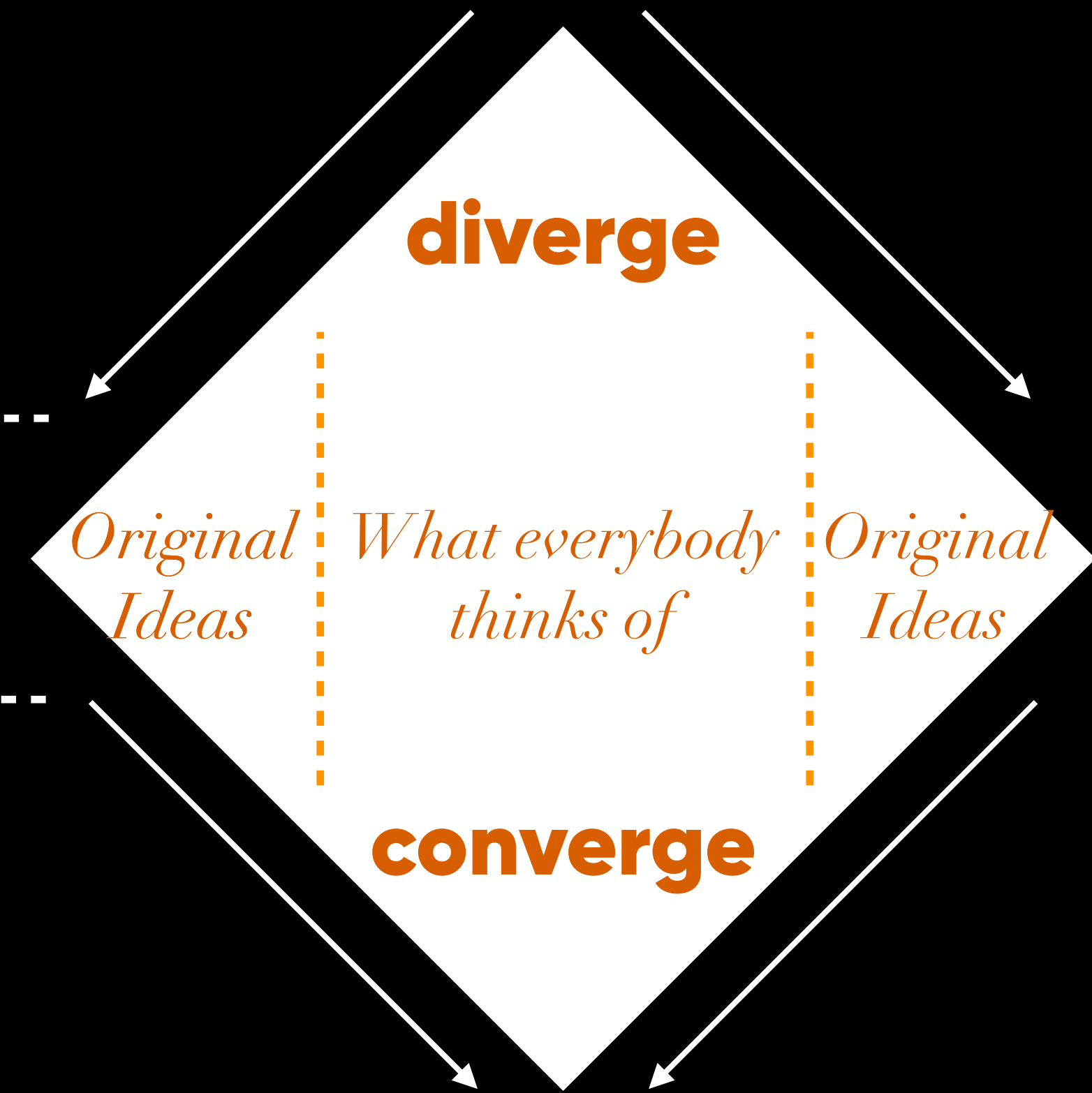
Clarification

Ideation

Implementation

15 Min

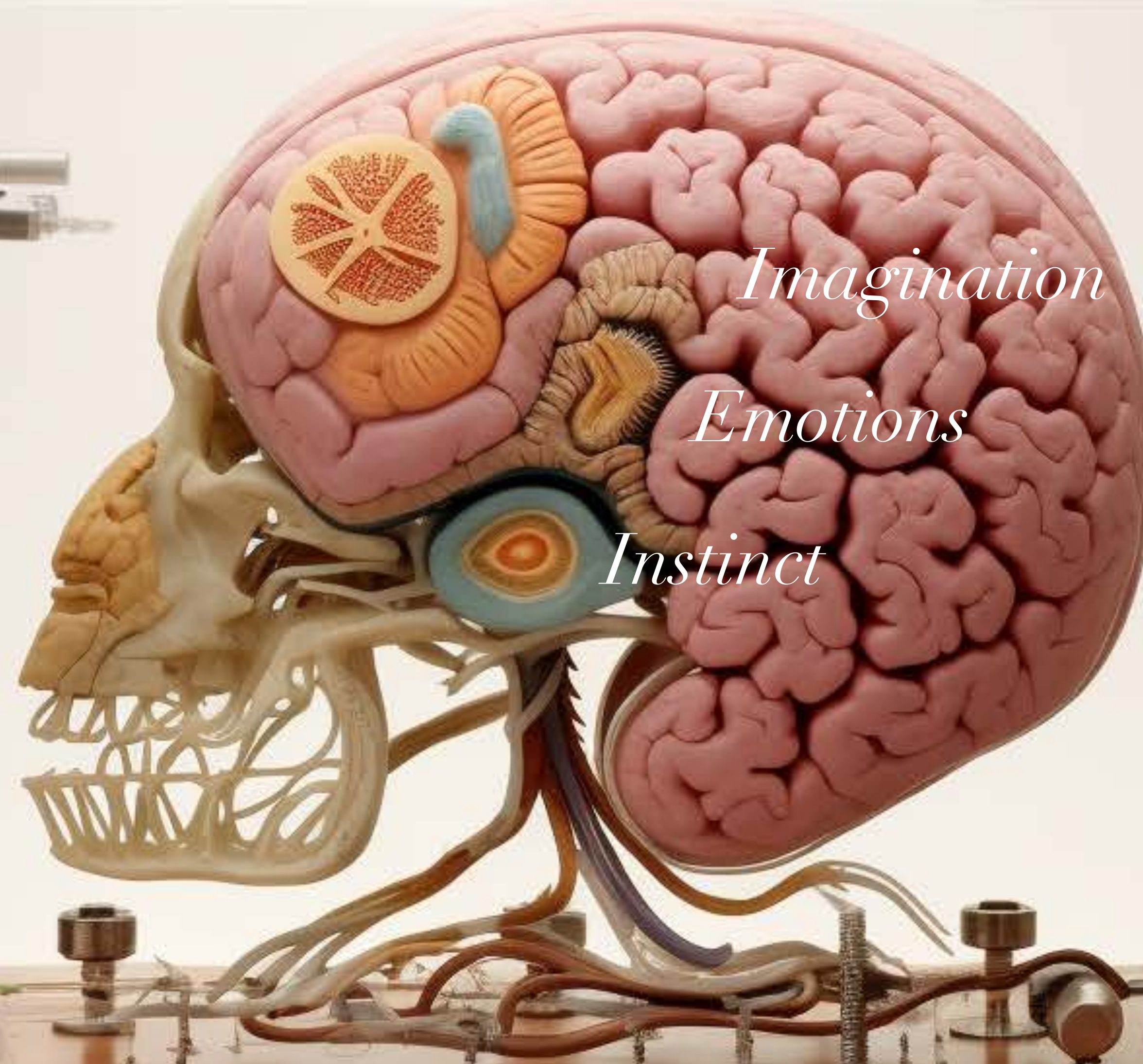
15 Min



A large, pinkish, brain-like object is being cleaned in a laboratory. Several workers in white protective suits and orange hard hats are using high-pressure water hoses to spray the object. The scene is dimly lit with overhead lights, and the air is misty with water spray. The brain is mounted on a stand and has many thin, dark lines hanging from its base. The workers are positioned around the brain, with one in the foreground on the left and another on the right. A third worker is visible in the background on the right.

**Now for some
brain work**

Carl Sagan approved!



Imagination

Emotions

Instinct

Triune Brain hypothesis

Reptilian brain (instinct), Limbic system (emotions), Neocortex (higher thinking)

Happiness

*Keeping our limbic system happy
improves our imagination*



Principles of imagination

The background of the entire slide is a dark, reddish-brown color with a pattern of numerous pearls of various sizes and shades of pink, red, and white. In the foreground, several oysters are scattered, some open and some closed, showing their shells and the pearls inside. The overall aesthetic is elegant and artistic.

**Never
Alone**

Don't use AI without your human touch. Don't be a fuckin' luddite, either.

**Practice
Ingenuity**

It takes determination to know your value in a technology society. Don't go broke.

**Let Humans
Reign**

We have to earn our value in a marketplace of ideas and talent. Adaptability is core to sustainability.

**Find the
Craft**

As artists, the act of making is where the heart is found. As commercial creatives, we should enjoy the ride.

**Ask
What If**

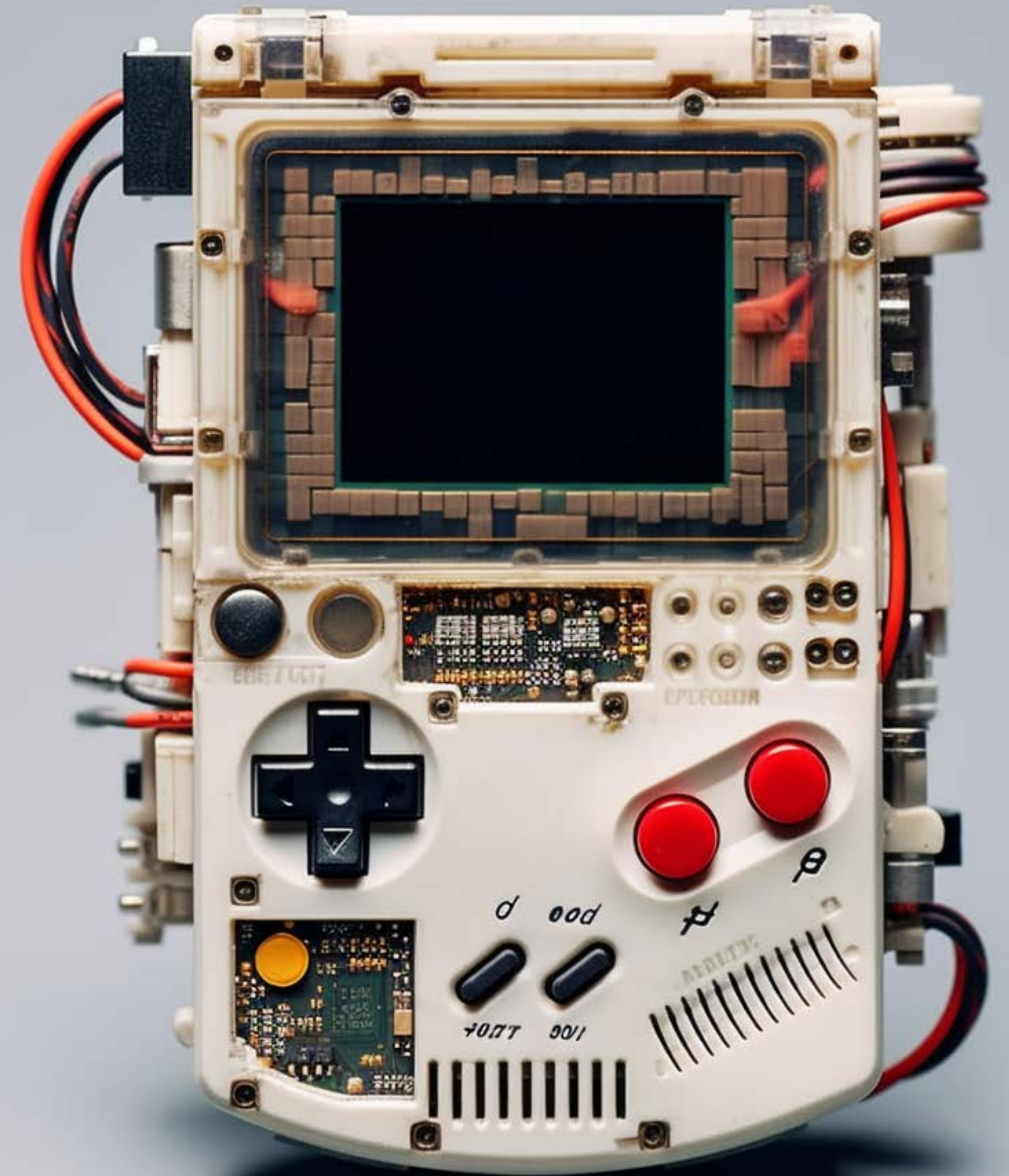
If you aren't driven by curiosity, your future is dim. Splash the blood of your informed curiosity everywhere.

"It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change."

-Charles Darwin



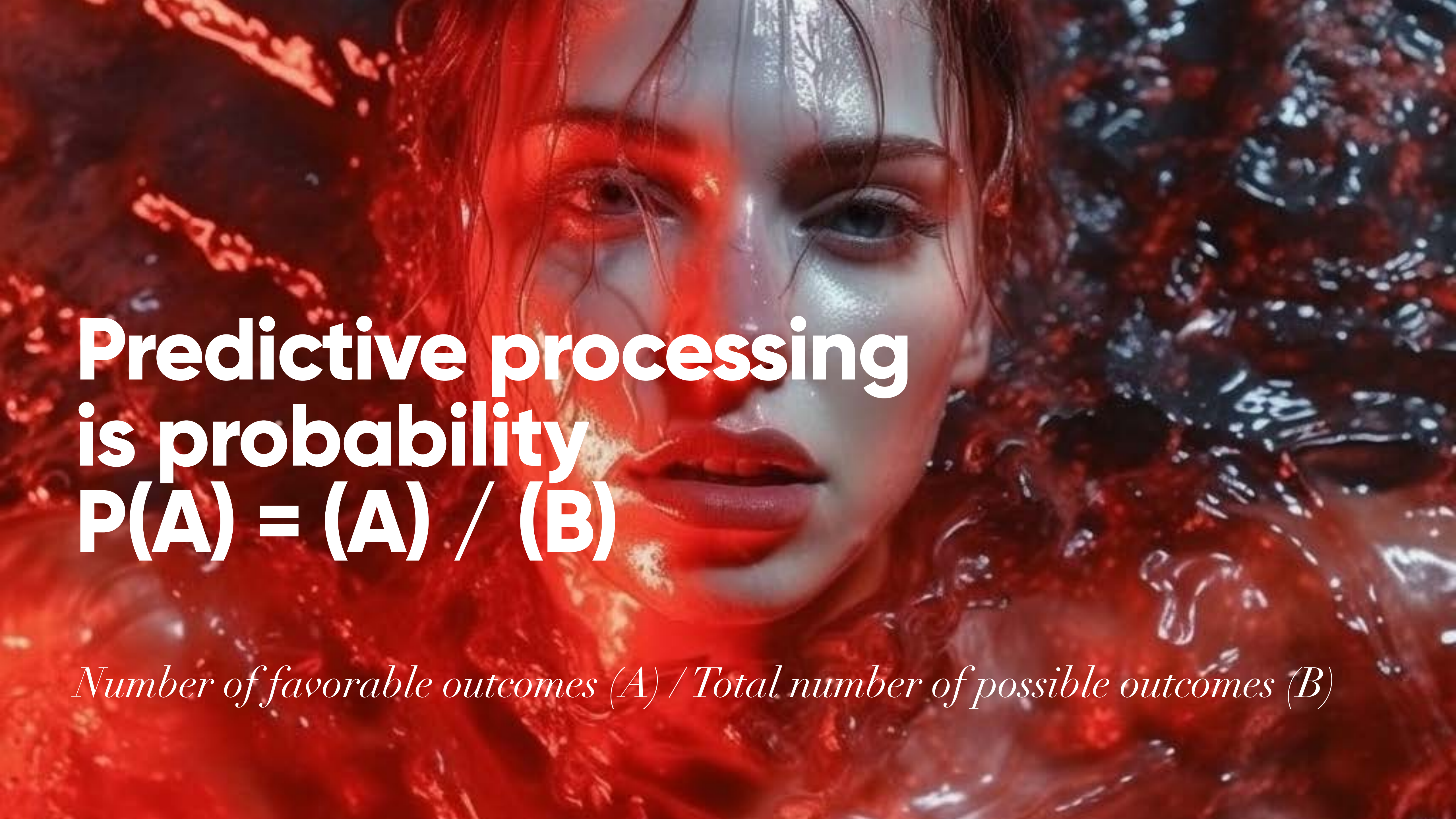
**If we embrace
the future,
we shape the
future**





AI is predictive processing

Machines simply guess the likeliest outcome based on trained examples



**Predictive processing
is probability
 $P(A) = (A) / (B)$**

Number of favorable outcomes (A) / Total number of possible outcomes (B)

**Embrace a
probabilistic
mindset to
1000X your
human fever**

*Our human brain is a
predictive processing machine*





1 Embrace Uncertainty

Dance with the Unknown

At the core of probability lies the recognition and acceptance of uncertainty. By adopting a mindset that embraces uncertainty, we allow ourselves to explore ideas beyond the limitations of known facts and predetermined outcomes. This openness to the unknown fosters curiosity, imagination, and a willingness to venture into uncharted territory.



2 Trust in Serendipity

Fortune's Unexpected Embrace

The art of finding value in unexpected events is closely linked to the concept of probability. By trusting that unlikely encounters or coincidences may lead to valuable insights, we open our minds to novel connections and ideas. This belief in the power of serendipity cultivates a sense of wonder and optimism that can fuel ingenuity.



3 Leverage Intuition

The Whisper of Instinct

While probability often relies on data and quantitative analysis, there's an intuitive aspect to understanding and estimating likelihoods. By honing our intuition and trusting our gut feelings, we can better navigate the complex landscape of possibilities and probabilities, making more informed creative choices without being bogged down by quantitative rigor.



4 Foster New Connections

Weaving the Web of Possibility

Probability is fundamentally about the relationships and connections between different events or factors. By appreciating the interconnectedness of the world around us, we can draw inspiration from seemingly unrelated domains and discover unique combinations and ideas that defy conventional thinking.



5 Cultivate Adaptability

Embrace the Fluidity of Change

The fluid nature of probability encourages us to remain adaptable and agile in our creative pursuits. By acknowledging that circumstances and probabilities can change over time, we become more resilient and open to pivoting our ideas or approaches when necessary.



6 Encourage Exploration

Leap Beyond Limits

Understanding probability can help us make better decisions in uncertain situations, which often involve balancing exploration (seeking out new ideas and opportunities) and exploitation (capitalizing on existing knowledge and resources).



7 Enhancing Collaboration

The Swirl of Collective Genius

By incorporating diverse perspectives and expertise, teams can improve their collective understanding of the risks and opportunities associated with different ideas, leading to more informed decision-making and the generation of more unique and innovative solutions.

A woman with blue eyes is wearing a white, futuristic space suit and helmet. She is standing in a futuristic corridor with glowing lights. The text "Let's go" is overlaid on the image.

Let's go

*Know how to use it so well, you
choose to use it.*

*The process of using AI tools is a
massive learning experience that
levels up your human craft.*

Let's go

*Stay adaptable as you keep pace
with accelerated culture.*

Play. Learn. Make. Together.

Thank you



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