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Oct 4, 2018 Issue #20 - "When the going gets weird, the weird turn pro" Hunter S. Th...

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**Elizabeth M. Lembke - Chief Talent Navigator (HR Consultant)**  
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*"Study the science of art. Study the art of science. Develop your senses—especially learn how to see. Realize that everything connects to everything else."*

— Leonardo Da Vinci

As a child, I was deemed an *aimless wanderer* because my passionate - *albeit random* - interests refused to follow a straight line. Growing up, I hadn't realised that this was odd, for it rather seemed par-for-the-course. (To note: My parents are both Stanford grads, who were marine biology partners. As educators they taught math, science, computer tech - and drama. My mom is an opera singer and my dad is a trombone player, who drew cartoons and did the statistical analysis of standardized achievement tests. My mom comes from a long-line of Lutherans, my dad reads Aleister Crowley.)

It wasn't until later that I became aware of the expectation to be either in one camp or the other - *art or science* - and cross-mixing was seen as not being seriously committed.

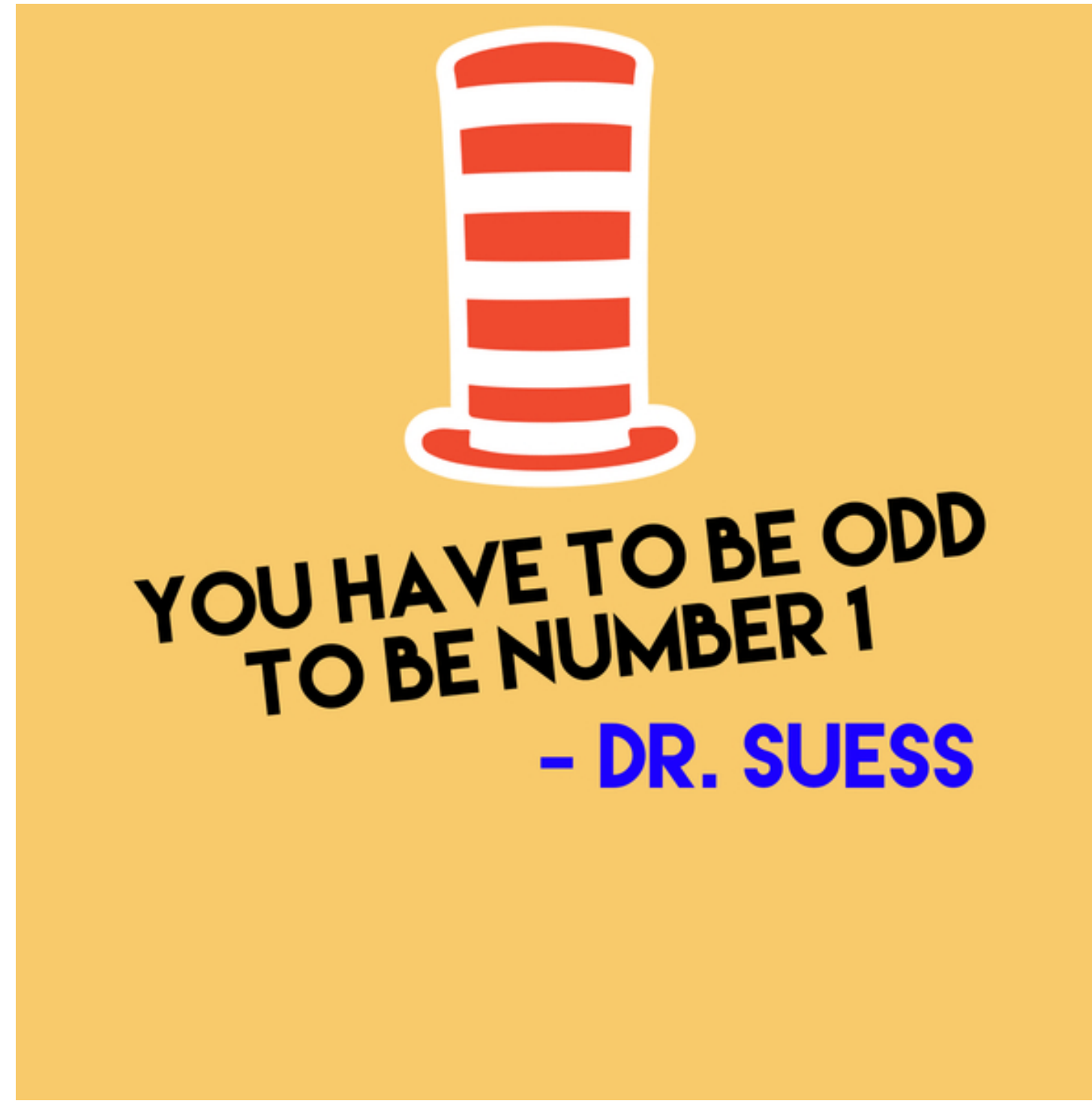
For centuries, this paradigm has been perpetuated in many aspects of life and applied science.

Thankfully, this separation is being challenged to the point of actual celebration of creative thinkers, polymaths, integrators, originals, and eternally curious as the keys to leading in the new world of work. Rather than being embarrassed or shamed because you switched majors, or have jobs, lived in various cultures, or have a multitude of interests\* etc. etc. etc, it is something to bring forward as showcasing your learning abilities and growth mindset.

(\*Now all we got to do is get the algorithms to play along. Ahem.)

This week we explore the idea of the future being for creatives and how to foster as an individual, in organizations and in society.

SHARE



Straight-forward insight from the Dr.

### "Future so bright - and its only getting better."



#### **Beth Comstock: The Future is for Creatives - 99U**

In this interview about her new book *Imagine It Forward*, Beth Comstock discusses how we can use our imagination to redefine our roles, how we can scale new ideas across organizations, and why creativity will be a key job skill in the years ahead.

[99u.adobe.com](http://99u.adobe.com)

#### **Future of Jobs 2018 Report from World Economic Forum**

To support the point that Beth Comstock makes, this is the summary report from WEF on the future of jobs for 2018. To quote "There is a virtuous cycle between new technologies and upskilling. New technology adoption drives business growth, new job creation and augmentation of existing jobs, provided it can fully leverage the talents of a motivated and agile workforce who are equipped with futureproof skills to take advantage of new opportunities through continuous retraining and upskilling."

[www3.weforum.org](http://www3.weforum.org)

#### **People Who Have "Too Many Interests" Are More Likely To Be Successful According To Research**



"Make Yourself Anti-Fragile: Being a polymath will be the new normal, and polymaths who synthesize diverse skills to create breakthrough innovations and solve complex problems will have a huge impact" says, Michael Simmons. He goes on to highlight 7 key advantages that polymaths bring to the table. A good intro read.

[medium.com](http://medium.com)

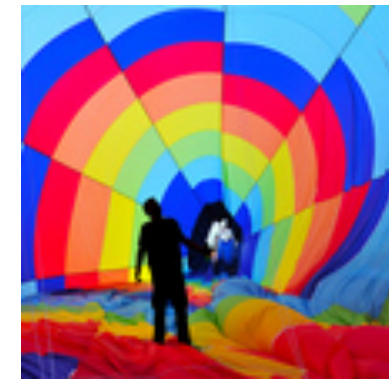
#### **Fostering Originality: It can be done**

##### **You 2.0 Originals: Hidden Brain by NPR on Apple Podcasts**



How to spot one - how to be one? In case you don't know about this NPR podcast, I recommend it for inspo outside of whatever your normal daily is. Psych. Prof. Adam Grant talks about innovators and the challenges they face, nurturing originality and potential downsides of non-conformity.

[itunes.apple.com](http://itunes.apple.com)



#### **Having a Growth Mindset Makes It Easier to Develop New Interests**

In a nutshell: "As the world continues to globalize, we need novel solutions to new and old problems, and these solutions will be driven, in large part, by people with deep interests who also draw connections across disciplines. Encouraging

employees to adopt a growth mindset of interest may help spark that process", says Paul A. O'Keefe, professor of psychology at Yale-NUS College. As we look to how we can build better organizations, this is a good insight to start with.

[hbr.org](http://hbr.org)



#### **Mae Jemison: Teach arts and sciences together | TED Talk**

Mae Jemison is an astronaut, a doctor, an art collector, a dancer, in 2002 she called upon on educators to teach both the arts and sciences, both intuition and logic, as one - to create bold thinkers.

This is an interesting view to look back on her predictions for 2015, 2020, 2025 and our current state for integrating art, technology and science. The imperative to act holds true even stronger today.

[www.ted.com](http://www.ted.com)

#### **The most ignored advice from Steve Jobs (and how it can be your secret weapon)**



Reed College was around the corner from where I grew up and Steve Jobs was a famous former student. Steve often spoke about how the class he took on calligraphy influenced his later work at apple. This article goes into how combining art and technology, how marrying different perspectives, is a key to innovation.

[medium.com](http://medium.com)

#### **Question of the Week: How do you foster co-creative thinking at your org?**

We will be "Creepin it real" on Halloween: A shout-out to creatives and innovators: we are looking forward to welcoming you in Amsterdam! If you have not secured your tickets yet, [get them](#) while they are still hot! [Mandy Chooi](#) and I will be meeting up on Monday in AMS for a final run through.

Next week also marks the awesome [#SOSUEU event](#). Where sourcers (e.g. *recruiters with and without magic hats*) will be talking talent acquisition, future of hiring, and HR tech. If you haven't got your tickets yet, get them [here](#). It will be an amazing event!

Have a great week everyone!

All my best regards,

Liz

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