Document 8 Zapier ’ RevOps team automates lead management Using AI Zapier Marketing Sales RevOps Create first Zap ease Home Productivity Productivity tips Productivity tips Copywriter Designer Illustrator Filmmaker competitive world become ’ wonder 're obsessed titles Focusing speciality makes appealing employers shows clearly skills lie 's easier focus one thing great Yet growing crop research anecdotal evidence suggests creative cross-training—spending time energy unrelated tasks hobbies interests—can actually supercharge ability learn grow making us even better work 's talking complementary skills like boxers taking ballet training work footwork hope ’ picturing Tyson tutu right like Even completely unconnected tasks empower strengthen ability perform main creative job 's excuse need branch try something new Steve Jobs day start kindergarten seems ’ told pick niche specialty `` want firefighter doctor '' ask 's increasingly work And.co team found latest survey 61 freelancers ’ specialize ’ two three talents Cognitive scientist Art Markman calls people `` Expert Generalists '' 're often best workers—they `` wide variety knowledge… able use knowledge suggest new ways look problems also good translating across areas expertise '' wider range knowledge dots 'll connect—which Steve Jobs explained creativity innovation `` Creativity connecting things ask creative people something feel little guilty n't really saw something seemed obvious 's able connect experiences 've synthesize new things reason able 've experiences thought experiences people '' 's hobbies outside interests come Whether spend leisure time shooting pool friends playing guitar blues band knitting crochet cats probably think hobby effect rest life according San Francisco State University assistant psychology professor Dr. Kevin Eschleman 's study correlation hobbies job performance ’ case Practicing hobby `` gives sense mastery '' Eschleman explains `` ’ developing new skills new thought processes really challenging learn something new develop skill set ''