document 8 zapier ’ revop team autom lead manag use ai zapier market sale revop creat first zap eas home product product tip product tip copywrit design illustr filmmak competit world becom ’ wonder 're obsess titl focus special make appeal employ show clearli skill lie 's easier focu one thing great yet grow crop research anecdot evid suggest creativ cross-training—spend time energi unrel task hobbi interests—can actual supercharg abil learn grow make us even better work 's talk complementari skill like boxer take ballet train work footwork hope ’ pictur tyson tutu right like even complet unconnect task empow strengthen abil perform main creativ job 's excus need branch tri someth new steve job day start kindergarten seem ’ told pick nich specialti `` want firefight doctor `` ask 's increasingli work and.co team found latest survey 61 freelanc ’ special ’ two three talent cognit scientist art markman call peopl `` expert generalist `` 're often best workers—they `` wide varieti knowledge… abl use knowledg suggest new way look problem also good translat across area expertis `` wider rang knowledg dot 'll connect—which steve job explain creativ innov `` creativ connect thing ask creativ peopl someth feel littl guilti n't realli saw someth seem obviou 's abl connect experi 've synthes new thing reason abl 've experi thought experi peopl `` 's hobbi outsid interest come whether spend leisur time shoot pool friend play guitar blue band knit crochet cat probabl think hobbi effect rest life accord san francisco state univers assist psycholog professor dr. kevin eschleman 's studi correl hobbi job perform ’ case practic hobbi `` give sens masteri `` eschleman explain `` ’ develop new skill new thought process realli challeng learn someth new develop skill set ``