

A woman with short brown hair, wearing a light blue dress, stands in a modern, minimalist room with large windows. She is looking at a massive, multi-tiered display case filled with various food items like fruits, vegetables, and packaged goods. The display is set against a backdrop of large, rounded, translucent spheres.

Unlock Hyper Imagination

*Preparing our human
mind for the AI era*

A black and white photograph of a man in a shirt and trousers walking away from the camera down a long hallway. On either side of him are tall server racks, their front panels removed to reveal complex internal wiring and components. The ceiling above is filled with an intricate web of cables and structural beams.

Creativity is
the ability to
produce new
and valuable
ideas.

A person stands in a field of tall, white, curly grass under a cloudy sky. A large, intricate spider web covers their body, from head to toe. The web is dense and has a complex, organic pattern.

Imagination
is the mental
capacity to
envision
possibilities.

The AI problem



**Cost of production
goes toward zero**



**Creative output will
be redistributed**

**Imagination earns
the highest value**



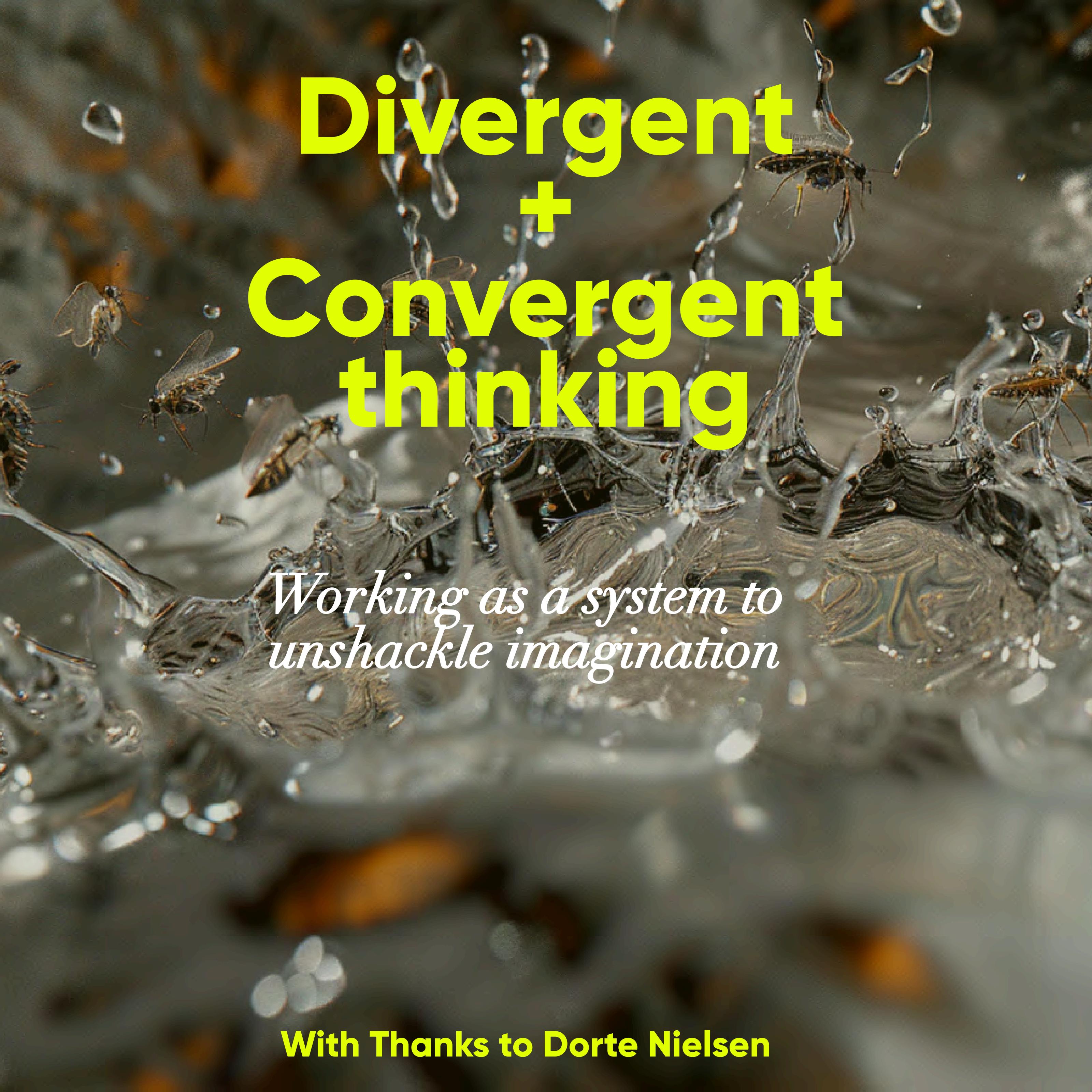
A collage of three images. The left image shows a man in a grey suit working on a large industrial control panel with many buttons and switches. The middle image is a black and white photograph of a group of people from the mid-20th century, some wearing hats and coats, gathered around a person in a yellow jacket who appears to be giving a presentation or lecture. The right image shows a modern-day office environment with several people working at their desks, looking at computer monitors.

Solving problems

The future-proof skill

Power of imagination

Keeps us human

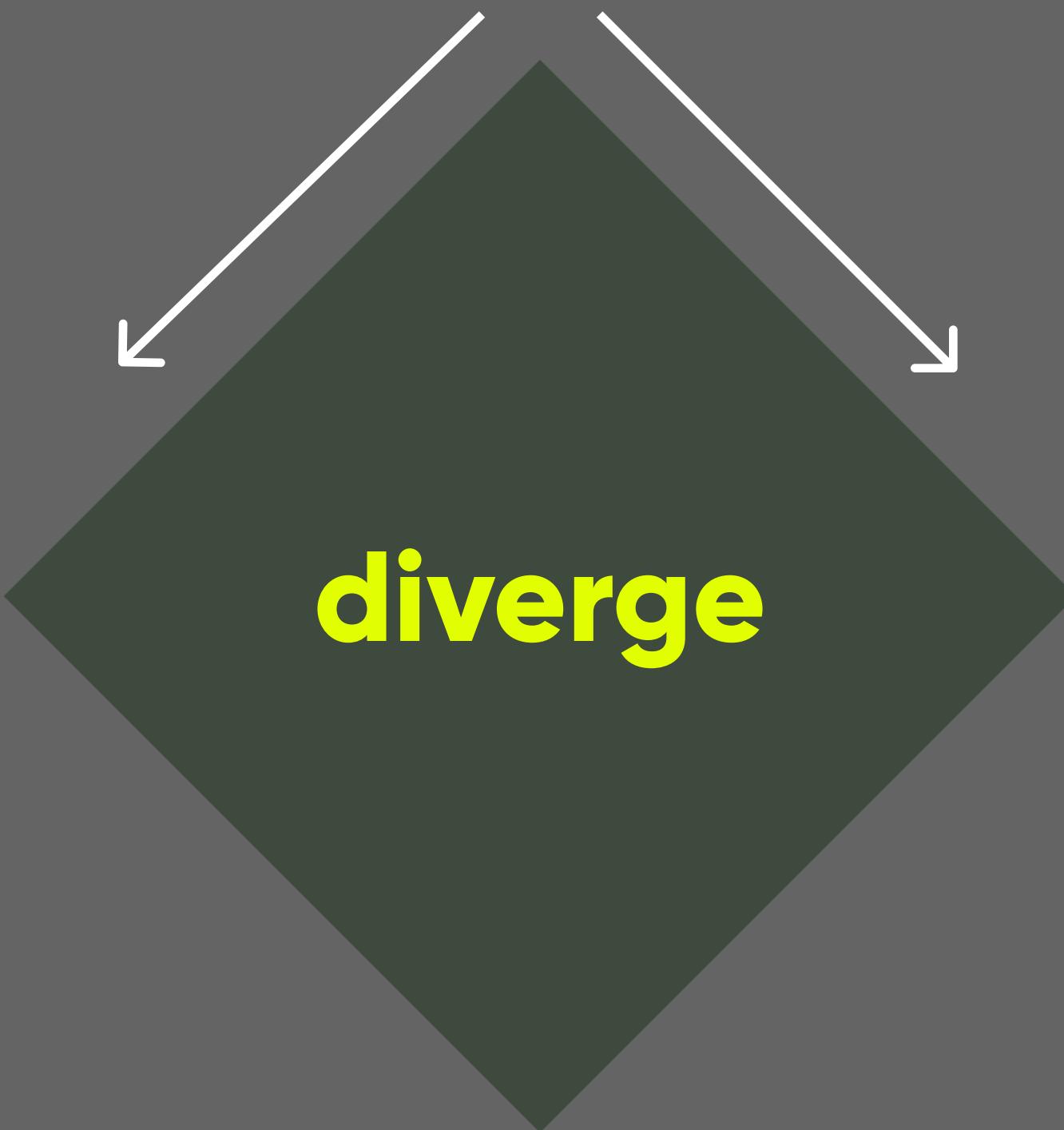


Divergent + Convergent thinking

*Working as a system to
unshackle imagination*

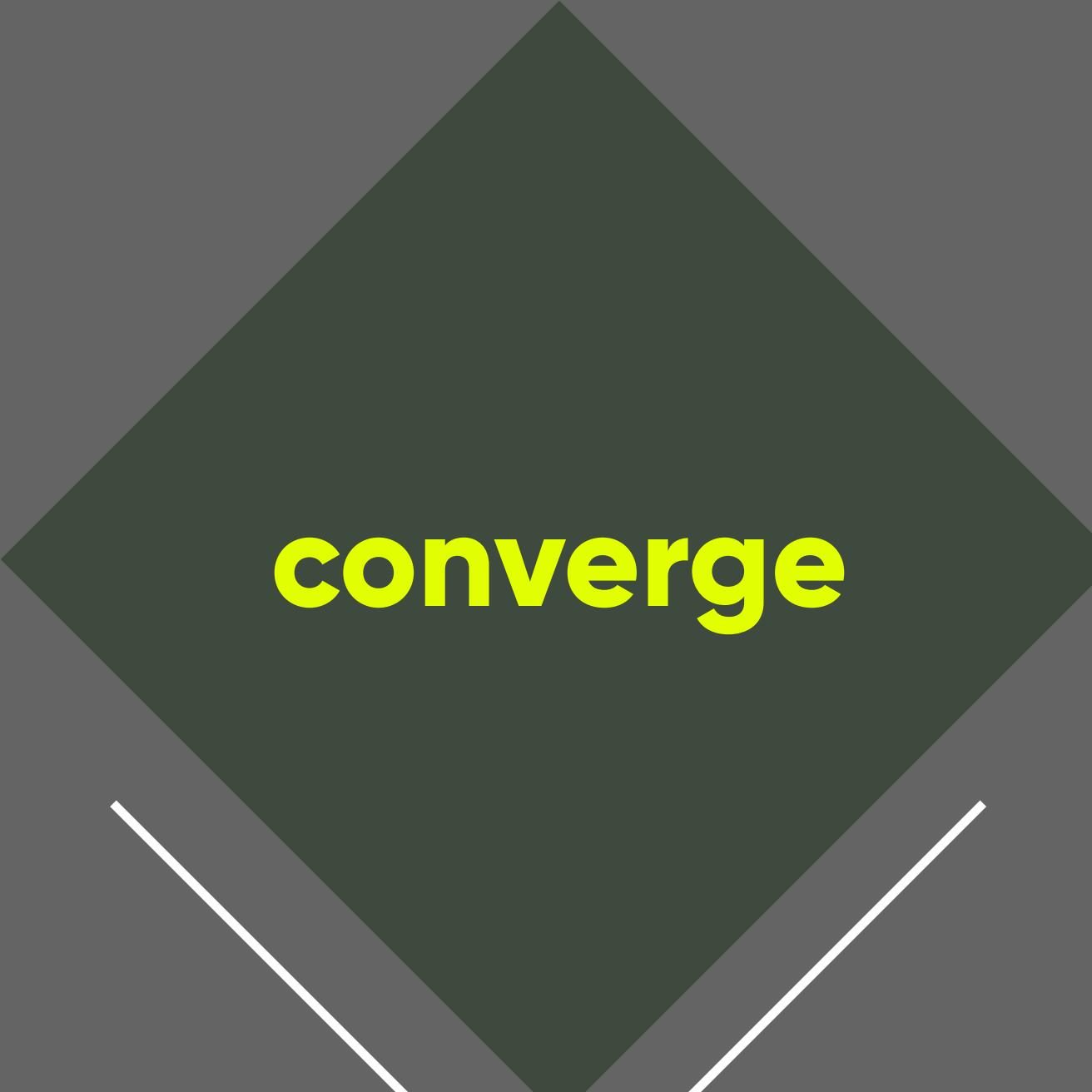
With Thanks to Dorte Nielsen

Divergent thinking



*Defer judgement
Go for quantity
Make wildfire combinations
Seek the unexpected and original*

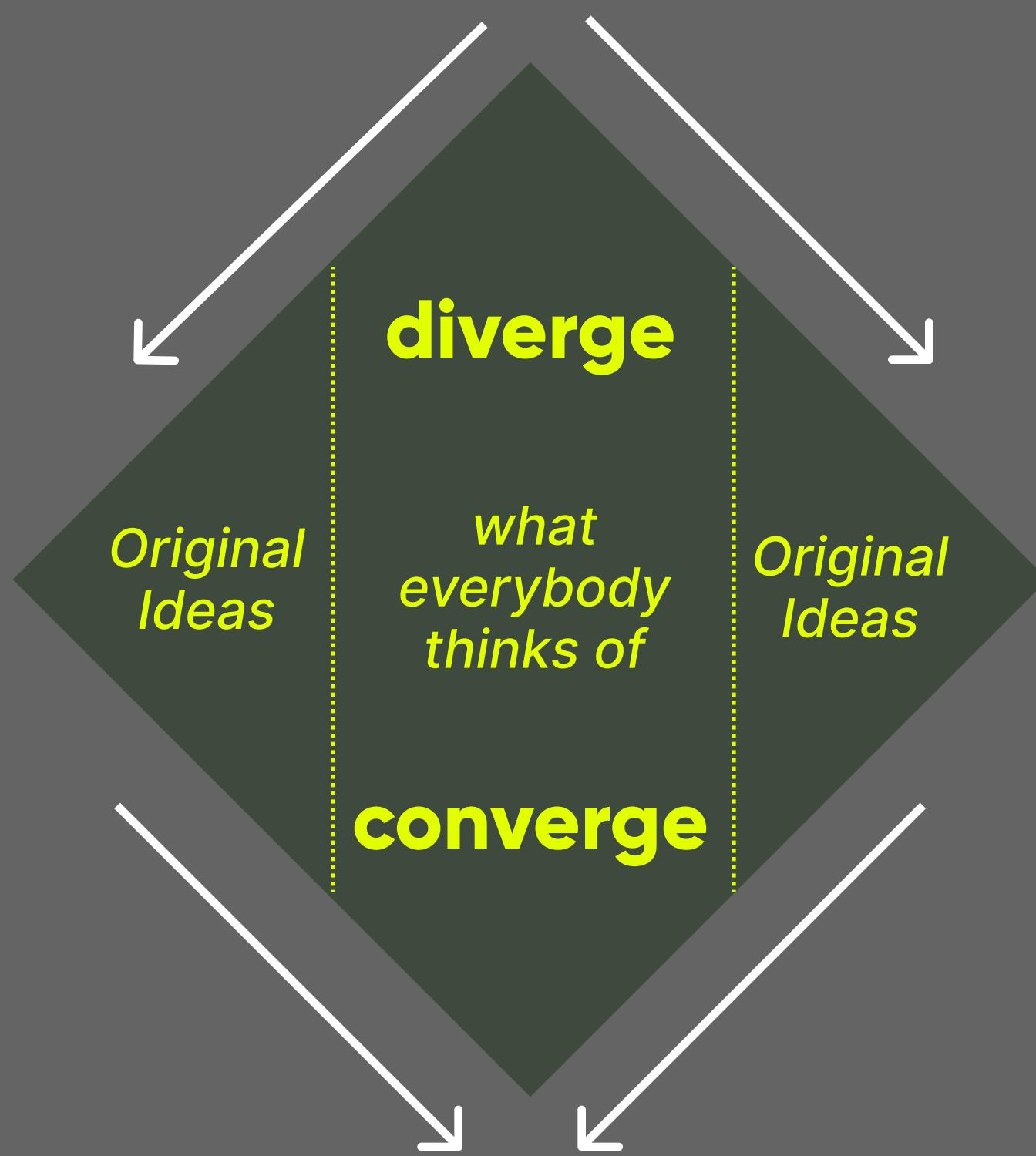
Convergent thinking



converge

*Assess ideas constructively
Keep novelty alive
Check your problem statement
Focus your thinking*

Both phases together



Unlock imagination

Be a deviant or
die of boredom.

- W. Burroughs

Notes for living with AI

Let Humans Reign

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

Ask What If

If you aren't driven by curiosity, your future is dim.

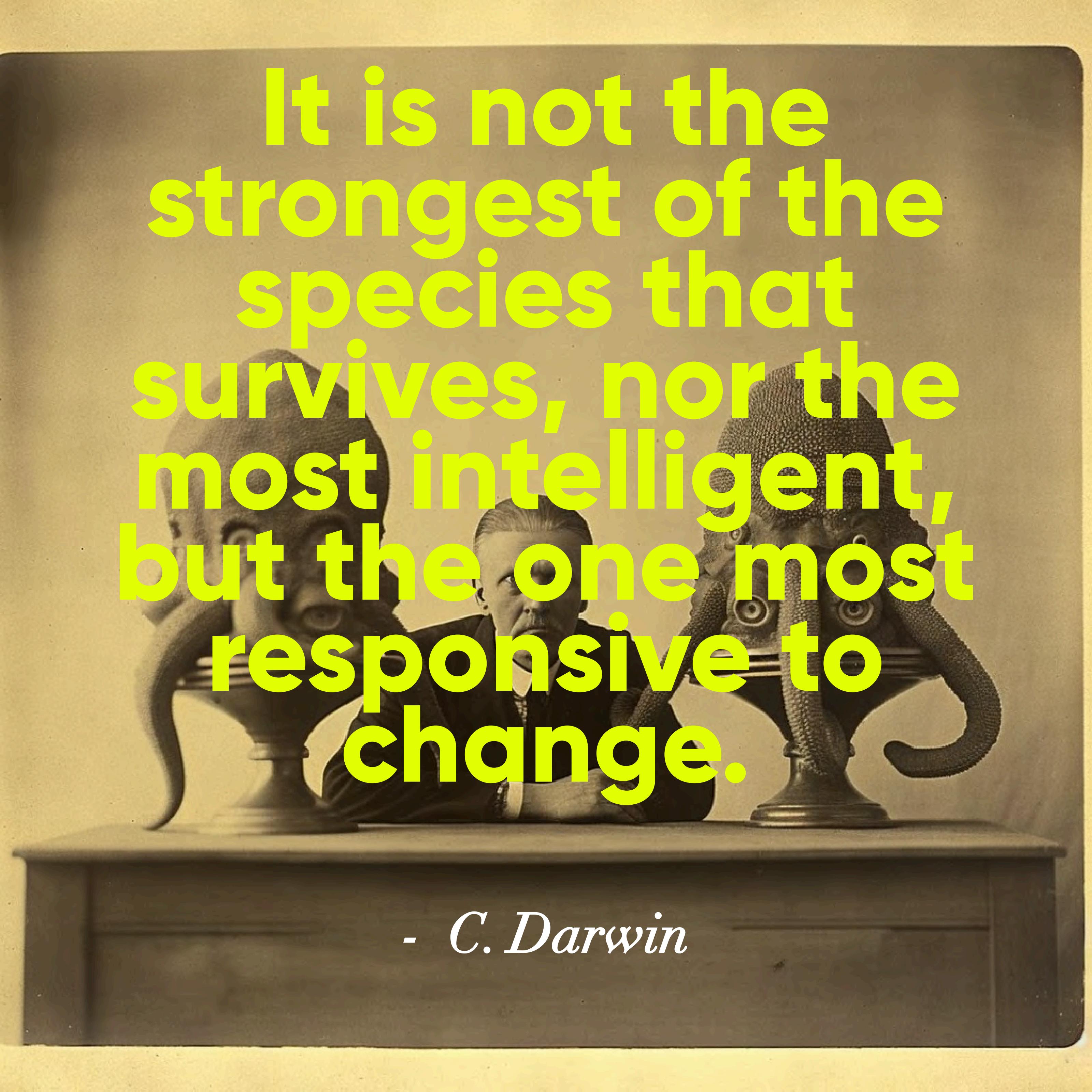
Notes for living with AI

Never Alone

Don't use AI without your human influence. Don't be a fuckin' hater, either.

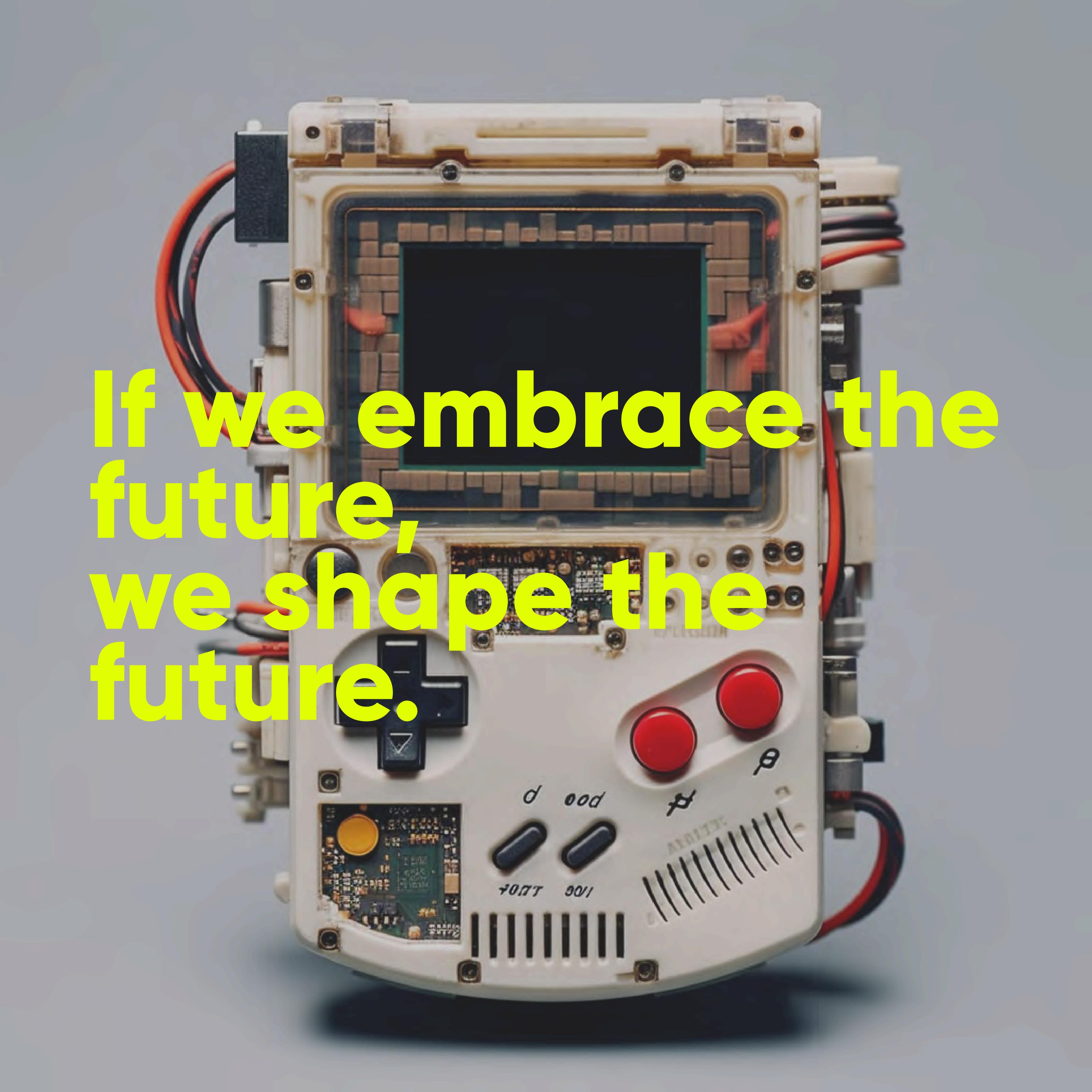
Practice Ingenuity

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



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

- C. Darwin



If we embrace the
future,
we shape the
future.

Predictive processing is probability.

$$P(A) = (A) / (B)$$

*The number of favorable outcomes (A) /
Total number of possible outcomes (B)*



Cultivate a
probabilistic
mindset to 1000X
your human fever.

Just like AI, our human brain is a predictive processing machine. Not as fast, but just as capable when we train ourselves with principles.



Embrace Uncertainty

Dance with the Unknown

*Imagination happens in the space
between what you know and what
you're willing to try.*

PRINCIPLES OF IMAGINATION #1

Trust Serendipity

Fortune's Unexpected Embrace

Happy accidents aren't luck. They're signals. Stay open to the unexpected and let it lead you somewhere better.

PRINCIPLES OF IMAGINATION #2

Leverage Intuition

A man in a trench coat and hat walks along a dirt path through a dense jungle. He is looking back over his shoulder. The background is filled with large tropical plants and trees.

The Whisper of Instinct

Data has its place. But your gut knows more than you think. Let instinct guide your next move.

PRINCIPLES OF IMAGINATION #3

Foster New Connections

Weave the Web of Possibility

Innovation starts when different worlds collide. Look beyond your lane and mix what doesn't normally go together.

Cultivate Adaptability

Embrace the Fluidity of Change

Your best idea might not survive the real world. That's not failure. That's a sign to evolve quickly.

PRINCIPLES OF IMAGINATION #5

Encourage Exploration



Leap Beyond Limits

Go where you haven't looked yet. Real imagination comes from stepping outside the familiar and chasing what's not already on the map.

PRINCIPLES OF IMAGINATION #6

Enhance Collaboration

The Swirl of Collective Genius

*Breakthroughs are often built by teams,
not solo acts. Bring in other minds and
sharpen your thinking together.*

A close-up photograph of a woman's face. She has blonde hair and is wearing white sunglasses. Her eyes are blue and looking directly at the camera. She is wearing a red bikini top. The background is blurred.

Let's fucking go.

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

*The process of learning AI levels
up your human craft.*

*Know how to use AI so you can
choose to not use it.*

Play. Learn. Make. Together.