

Unlock Hyper Imagination

*Preparing our human
brain for the AI era*



Mexico City, June 2023





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

A photograph of a person's body, likely a woman, completely enveloped in a dense web of white spider webs. The person is standing against a backdrop of a bright blue sky filled with large, fluffy white clouds. The webs cover the entire body, from the head down to the feet, creating a textured, organic pattern. The lighting is bright, casting soft shadows through the webbing.

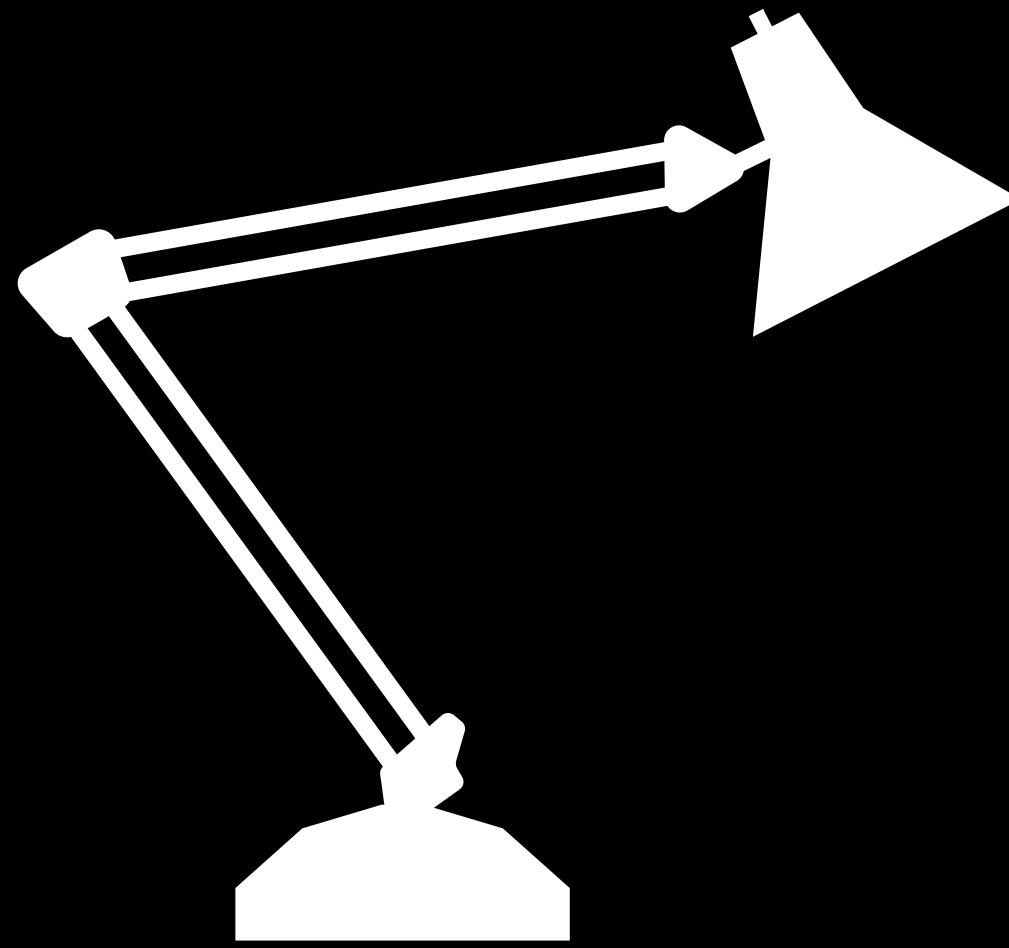
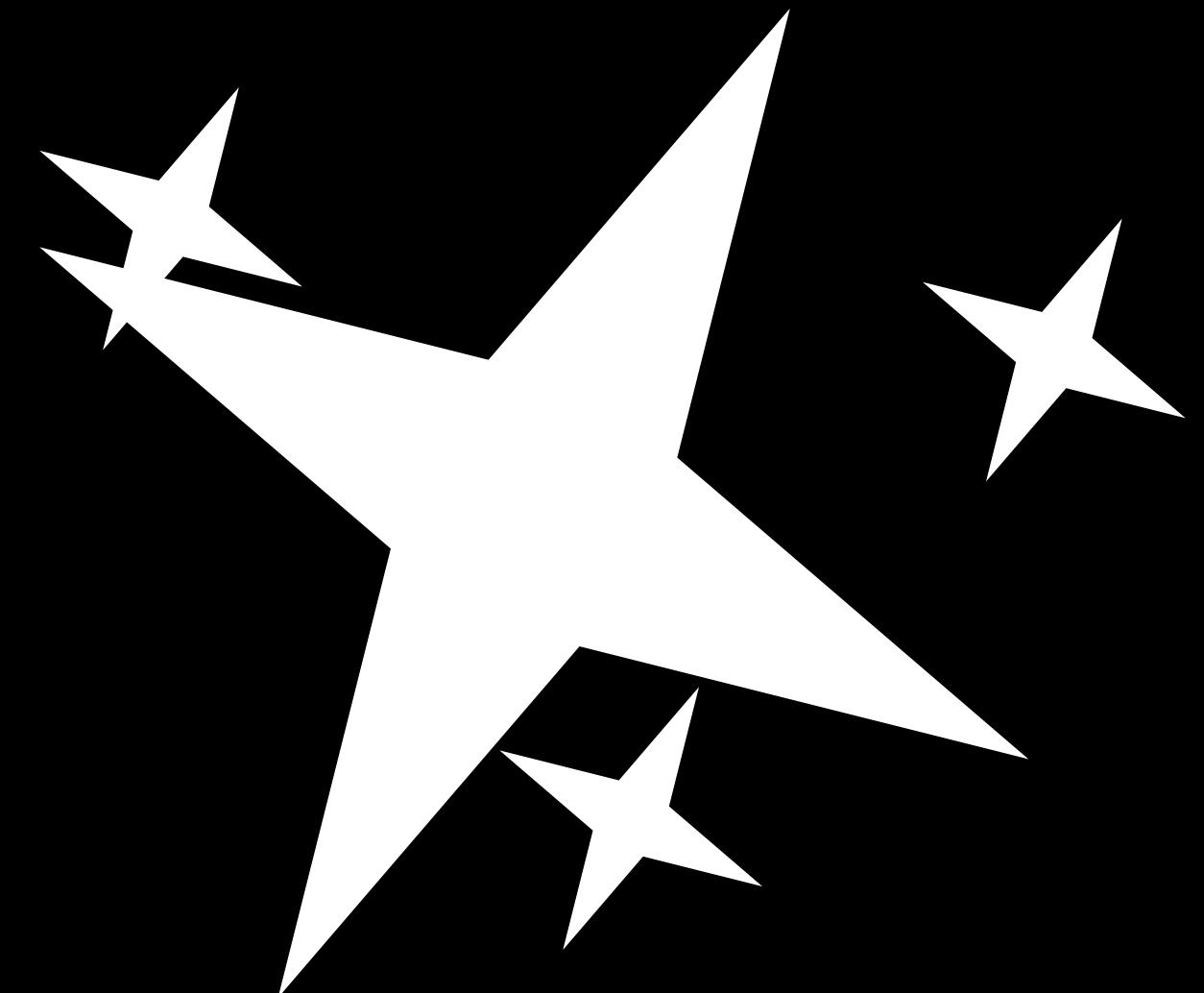
*Imagination can be
defined as the
mental capacity
to envision
possibilities.*

Era of AI

**Cost of production
goes toward zero**

**Creative output can
be redistributed**

**Imagination earns
highest value**



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 close-up photograph of a woman's face, looking slightly to the right. Her hair is blonde with dark roots. The background is a vibrant, abstract design featuring black and white diagonal stripes, bright red and yellow curved bands, and numerous small cyan circles of varying sizes.

The power of imagination

Keeps us human



Divergent thinking and Convergent thinking

Working as a system

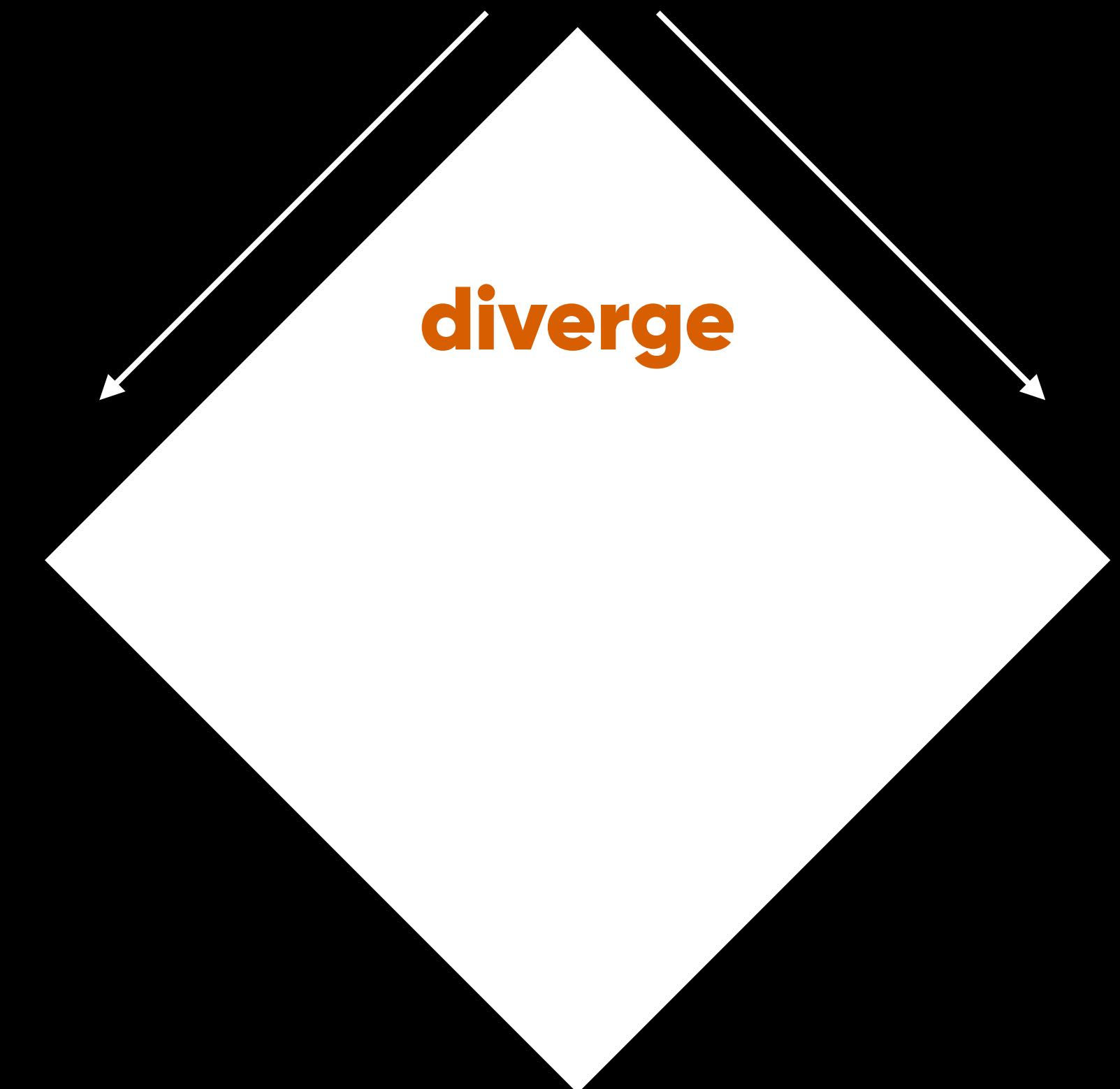
Divergent Thinking

Defer judgement

Go for quantity

Make wildfire combinations

Seek the unexpected and original



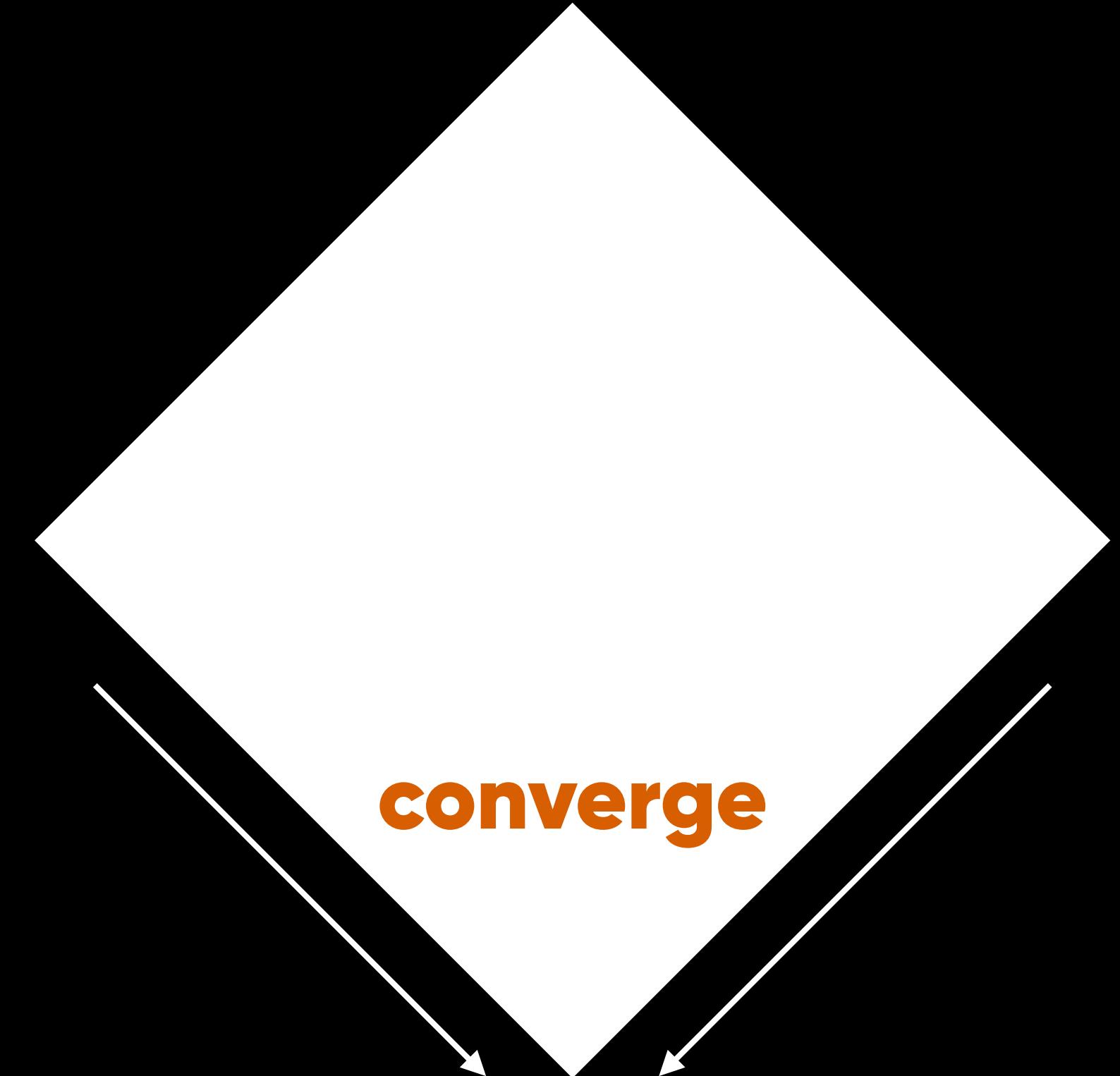
Convergent Thinking

Assess the ideas constructively

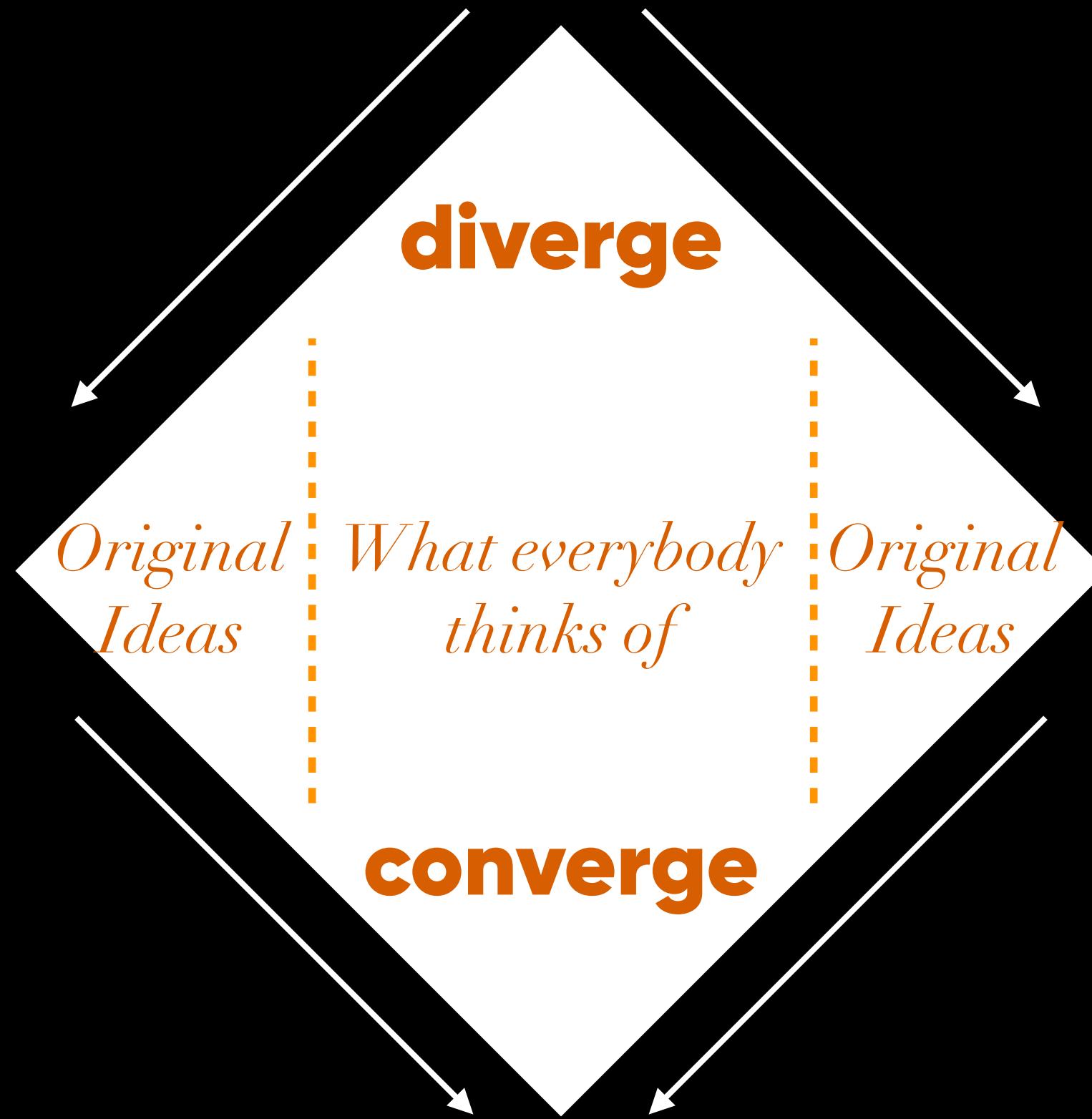
Keep novelty alive

Check your problem statement

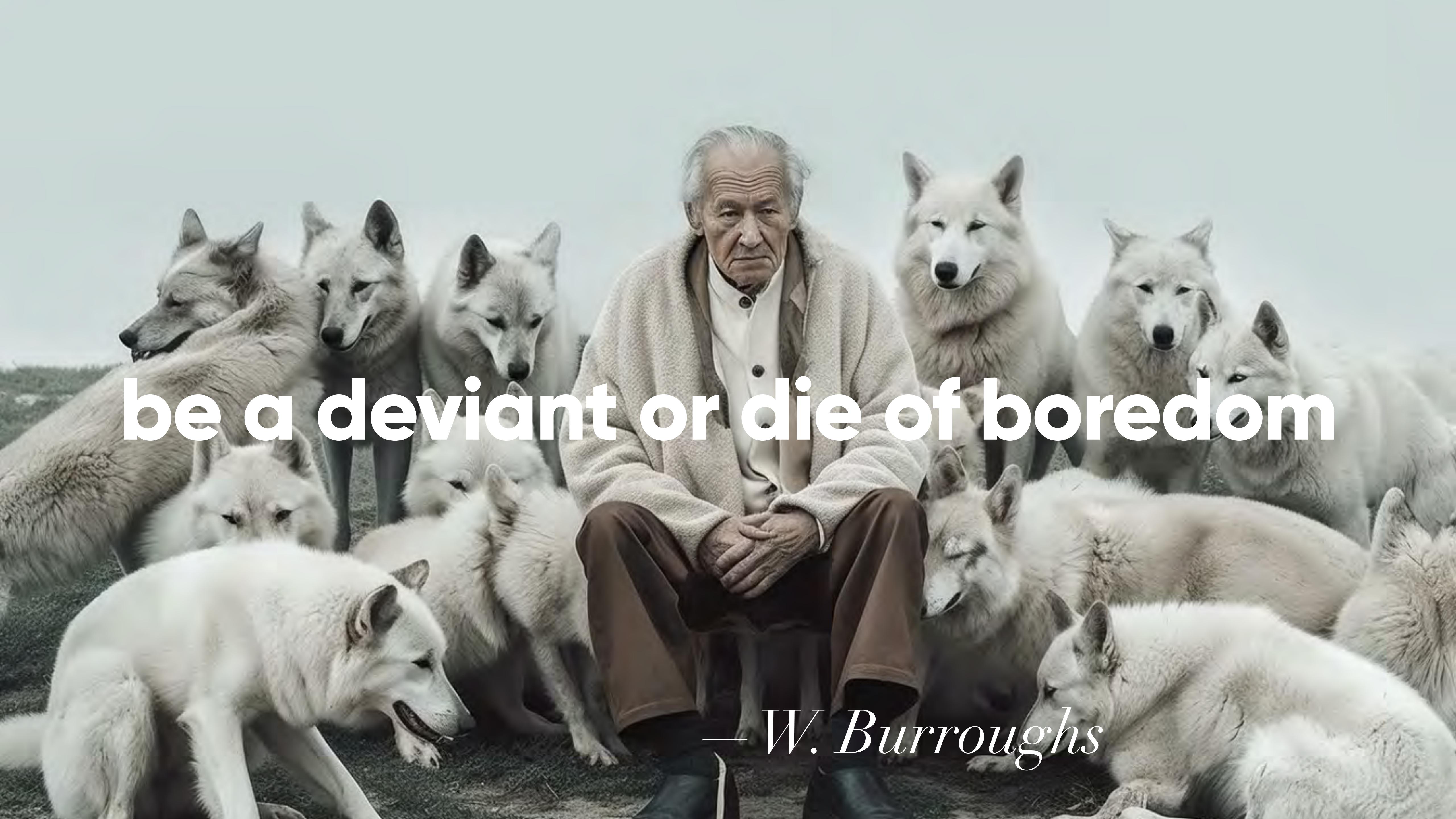
Focus your thinking



Two phases together



Unlock imagination

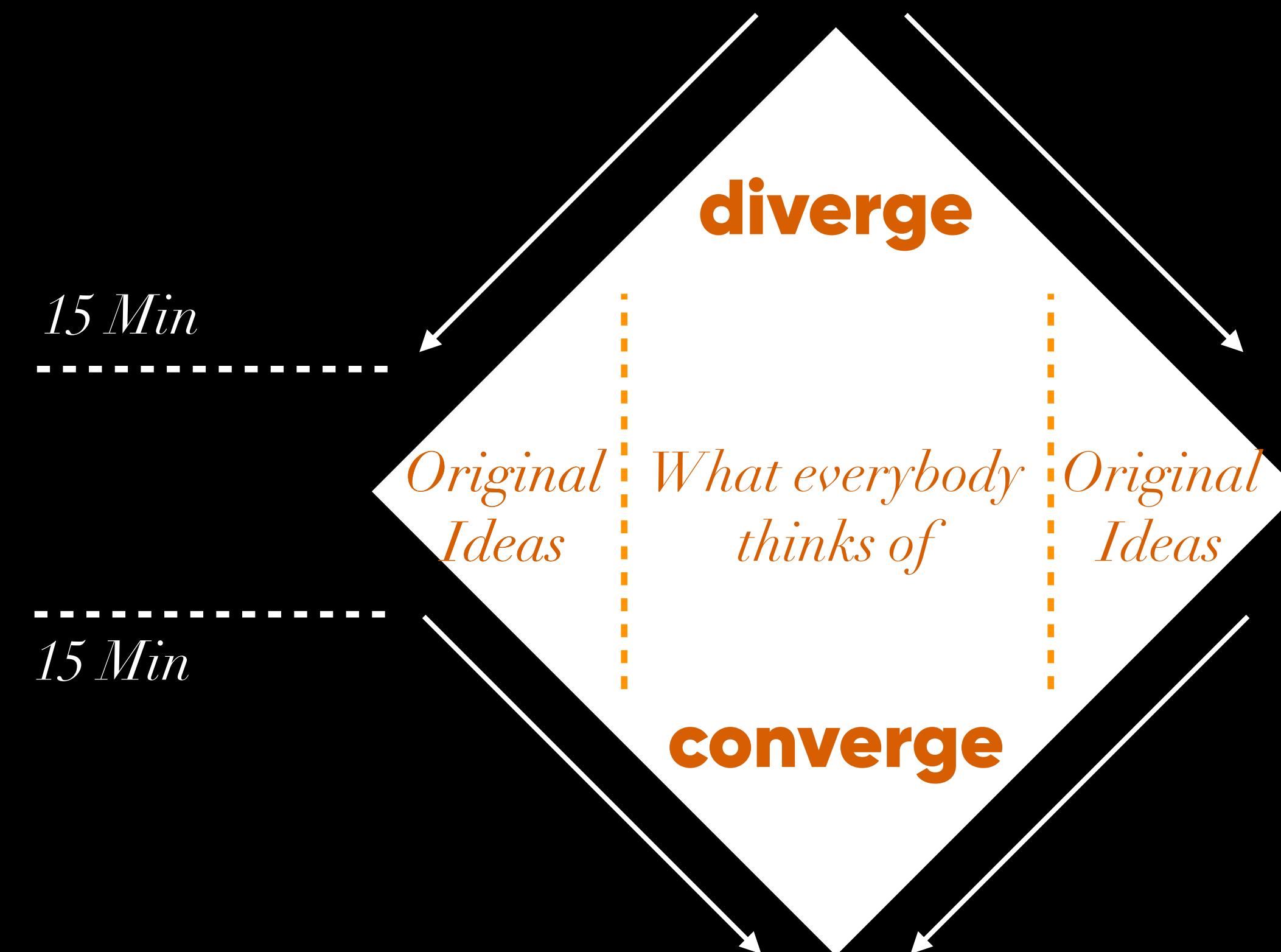
A black and white photograph of William Burroughs sitting cross-legged among a pack of white wolves. He is wearing a light-colored, button-down shirt and dark trousers. The wolves are surrounding him, some looking directly at the camera while others look away. The background is a plain, light-colored wall.

be a deviant or die of boredom

—W. Burroughs

Applying to key processes

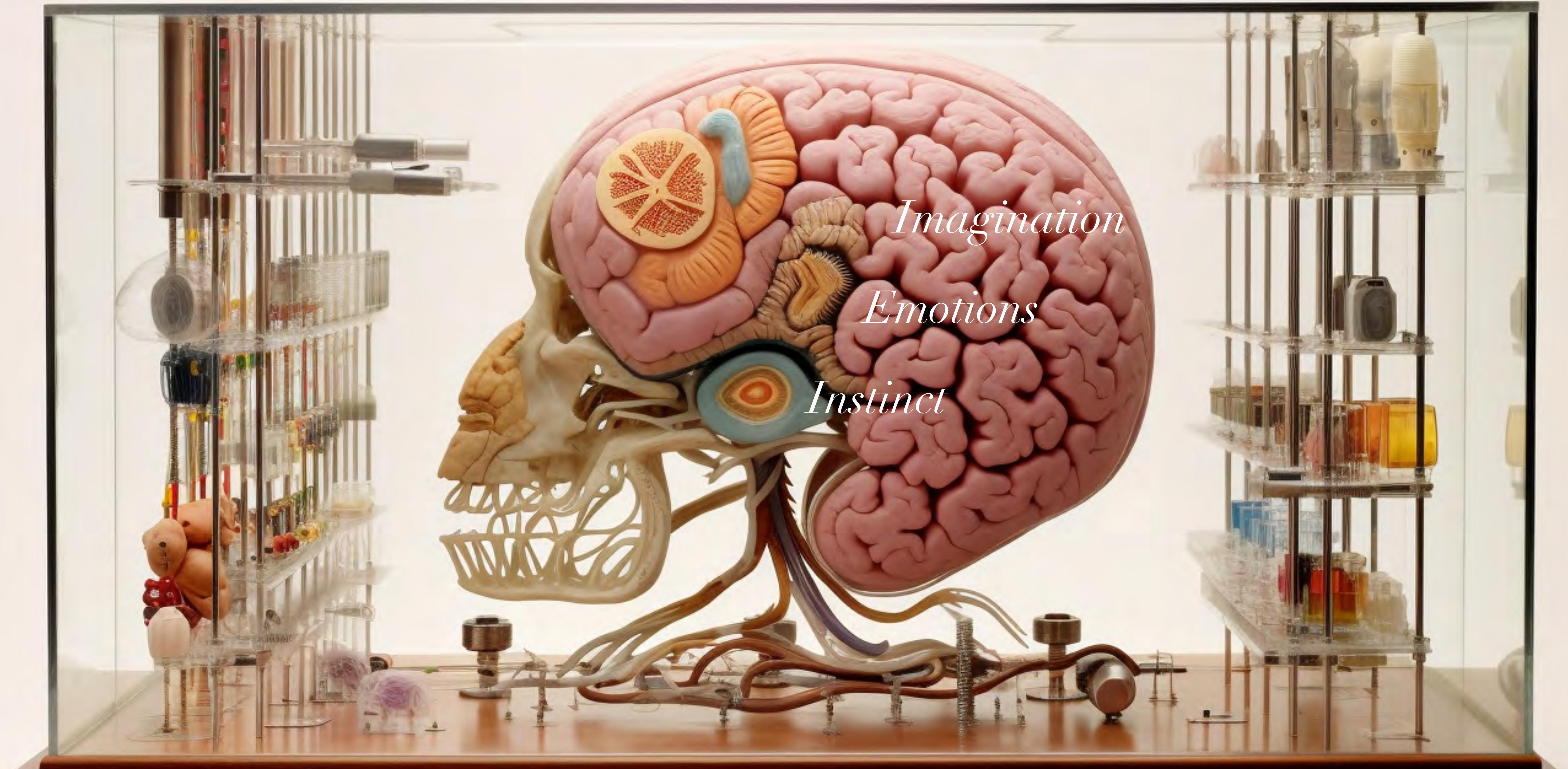
Clarification
Ideation
Implementation



A large, detailed model of a human brain is suspended in a hazy, industrial environment. Two workers in dark protective suits and orange hard hats are using long, thin tools to work on the brain. One worker is on the left, leaning over it, while another is on the right, standing upright. A third worker is partially visible in the background. The scene is set in a dimly lit, possibly underground or industrial facility.

Now for some
brain work

Carl Sagan approved!



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

Happiness

*Keeping our limbic system happy
improves our imagination*



Principles of imagination

**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**

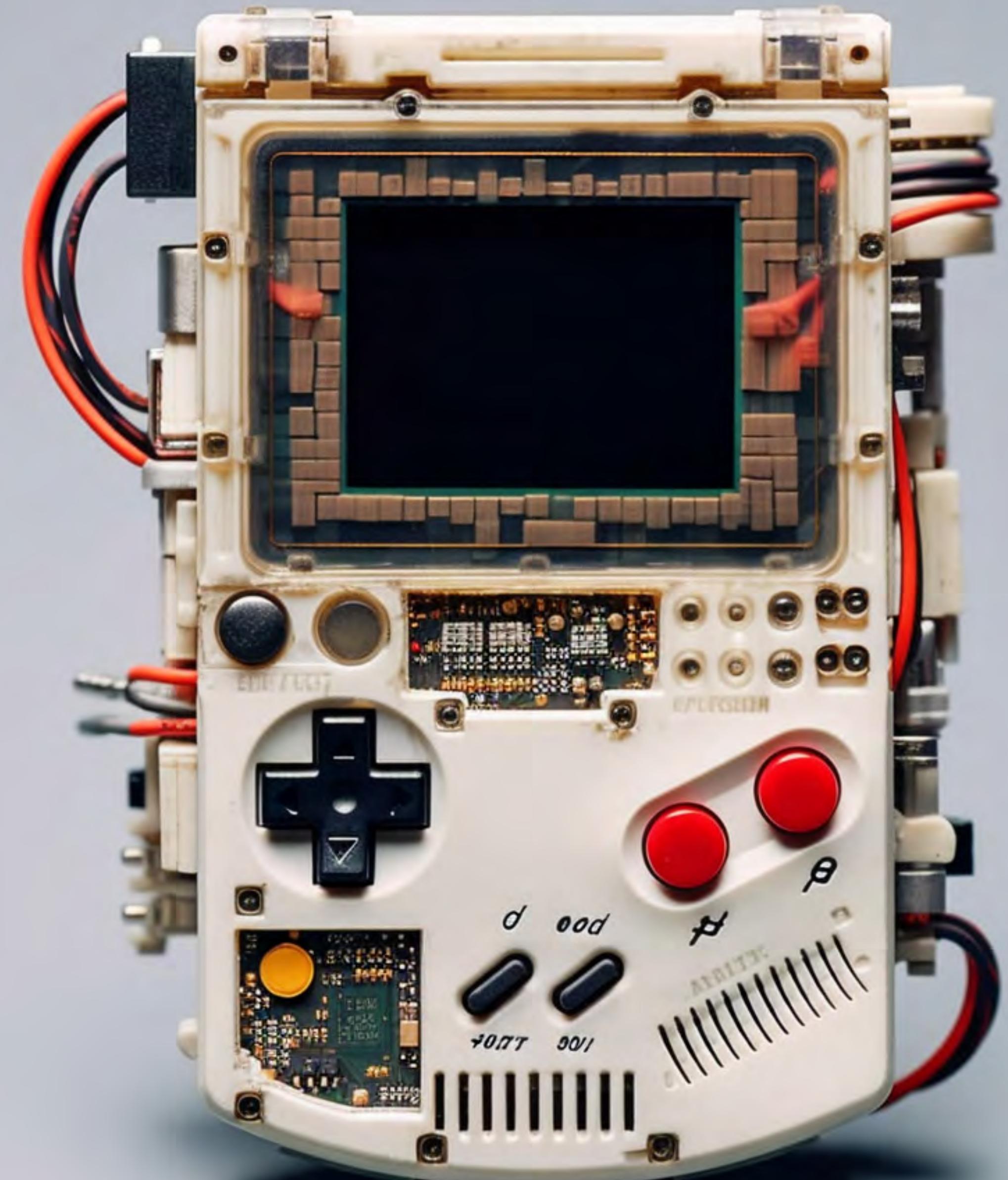
If you aren't driven by curiosity, your future is dim. Splash the blood of your informed curiosity everywhere.

"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*

A close-up photograph of a woman's face, which is partially obscured by a translucent, glowing energy field. The field is composed of vibrant red and blue light particles that form intricate patterns around her eyes, mouth, and hair. The woman has dark hair and is looking directly at the camera with a neutral expression. The overall mood is mysterious and futuristic.

**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*



A close-up, abstract photograph of swirling smoke or ink in water. The colors are muted, with shades of grey, white, and light blue against a dark, almost black, background. The smoke forms organic, billowing shapes that fill the frame.

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.

A woman in a rugged, post-apocalyptic outfit stands in a desolate, rocky landscape with a large, shaggy dog standing beside her. The background shows distant, jagged mountains under a hazy sky.

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.

A large yellow off-road vehicle, possibly a truck or a specialized exploration vehicle, is shown driving through a rugged, rocky terrain. The vehicle is kicking up dust and rocks as it moves. In the background, there are rolling hills under a clear sky.

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.



Let's go

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

Let's go

Stay adaptable as you keep pace with accelerated culture.

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

Play. Learn. Make. Together.

Thank you



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