

THE CREATOR'S CODE

The Six Essential Skills of Extraordinary Entrepreneurs

AMY WILKINSON

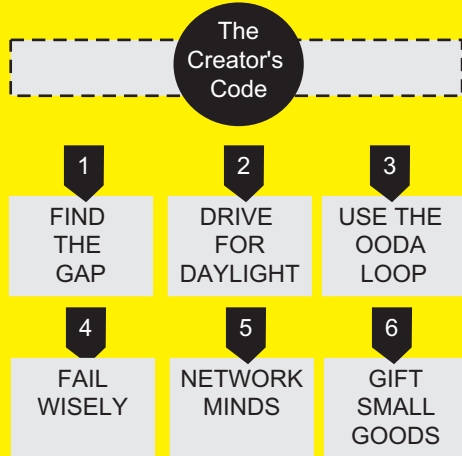
AMY WILKINSON is a lecturer at the Stanford Graduate School of Business. She is also a strategic advisor, entrepreneur and keynote speaker. She advises both startups and large corporations on innovation and business strategy. She has worked at McKinsey & Company, J.P. Morgan and as the founder of an export company. She has served as a White House Fellow in the office of the United States Trade Representative and as a senior fellow at the Harvard Kennedy School. Amy Wilkinson is a graduate of Stanford University.

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MAIN IDEA

After interviewing more than 200 entrepreneurs who have started companies which generate more than \$100 million in revenue or which serve more than 100,000 people, it was found there are six skills which make creators successful:



The undeniable conclusion is creators are not born that way – they learn, apply and then pass on these six skills to their teams. The six skills are also highly collaborative – they feed on each other to create synergy and momentum.

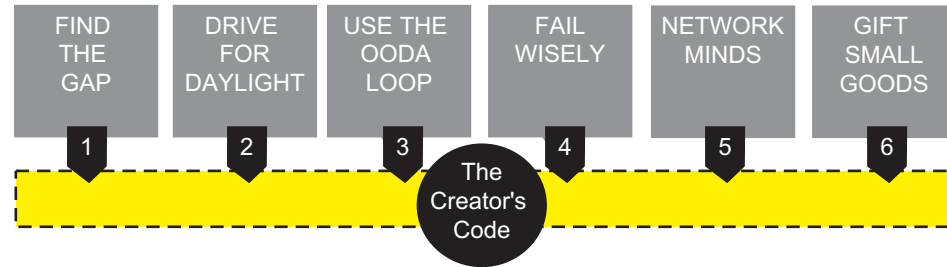
"No special expertise is required to master the six skills. You don't need credentials or degrees. The ability to turn ideas into enduring enterprises is available to anyone willing to learn and work. Although everyone has strengths in certain skills and weaknesses in others, the more we exercise and increase our proficiency in each, the more we will be able to make the most of every opportunity."

– Amy Wilkinson

"When a creator brings together all six skills, something magnetic occurs. Creators attract allies—employees, customers, investors, and collaborators of all kinds. Customers become evangelists. Employees turn into loyalists. Investors back the company with support that transcends financial returns."

– Amy Wilkinson

The Six Skills of the Creator's Code



1 Find the gap	Pages 2 - 3
Creators spot opportunities others don't see because they are alert and attentive. Keep your eyes open for unmet needs and then transplant ideas from another area, design a new way forward or figure out how to merge what appear to be disparate concepts.	
2 Drive for daylight	Page 4
Creators are like race-car drivers who keep their eyes fixed on the road ahead. Specifically, creators scan the horizon, watch the edges for new ideas and continually adjust to a fast-moving marketplace.	
3 Use the OODA loop	Page 5
The "OODA loop" was developed by military aviators who observe, orient, decide and then act in rapid succession in battle. Creators constantly update their assumptions and move nimbly from one decision to the next. By iterating quickly, they beat others.	
4 Fail forward	Page 6
All creators have the mindset it's better to have an early small failure than a catastrophic failure later on. They place small bets to test ideas and in this way develop resilience and learn how to turn setbacks into the success stories of the future.	
5 Network minds	Page 7
Creators always have the knack of harnessing the brainpower of diverse individuals. They do this by designing shared workspaces, by fostering flash teams, by holding competitions and by building work-related games. They also collaborate with unlikely allies.	
6 Gift small goods	Page 8
Creators are generous. They increase their productivity by helping others, by sharing information, by pitching in to complete a task and by creating interesting openings for their colleagues. That starts a circle which pays great dividends.	

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