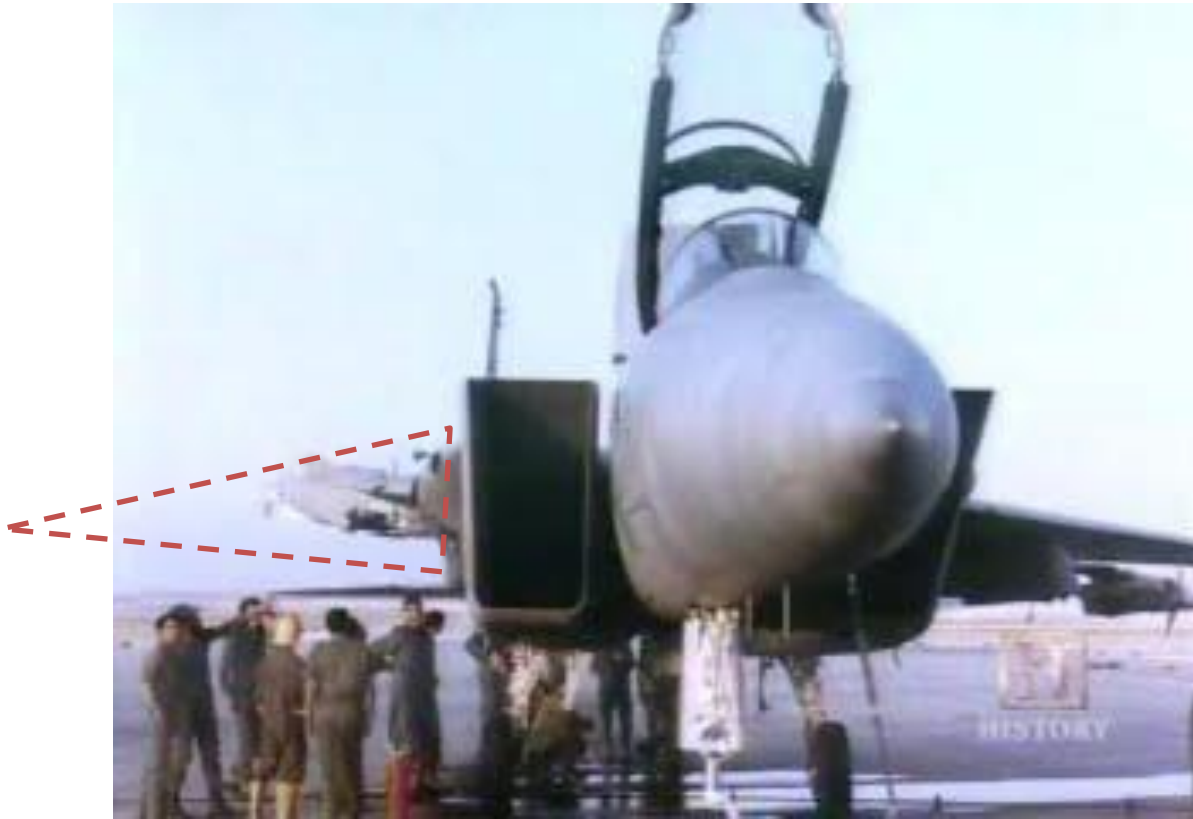




To Larry Wyatt  
from Pete Jindry

# **Assumptions Matter**

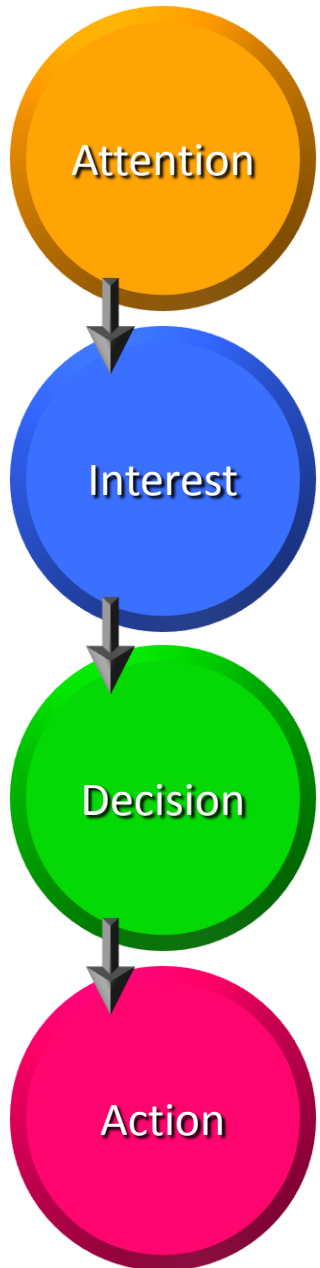
# Assumptions Matter



# Challenging Self-Limiting Assumptions

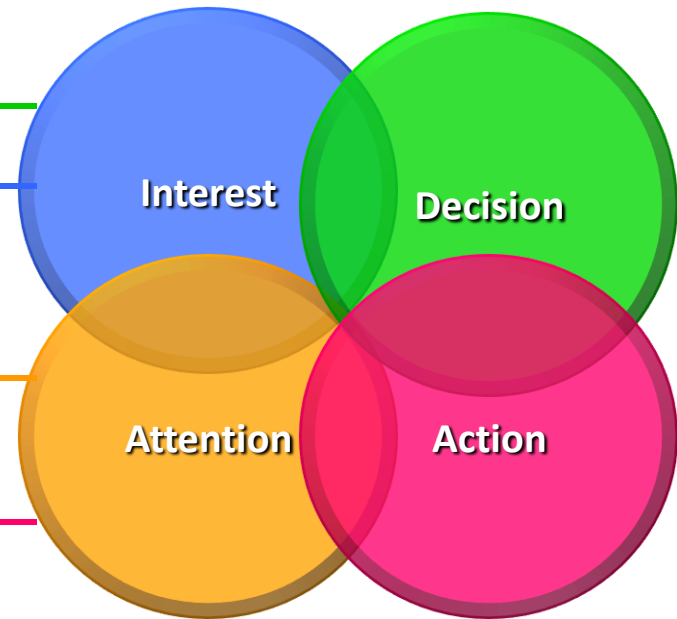
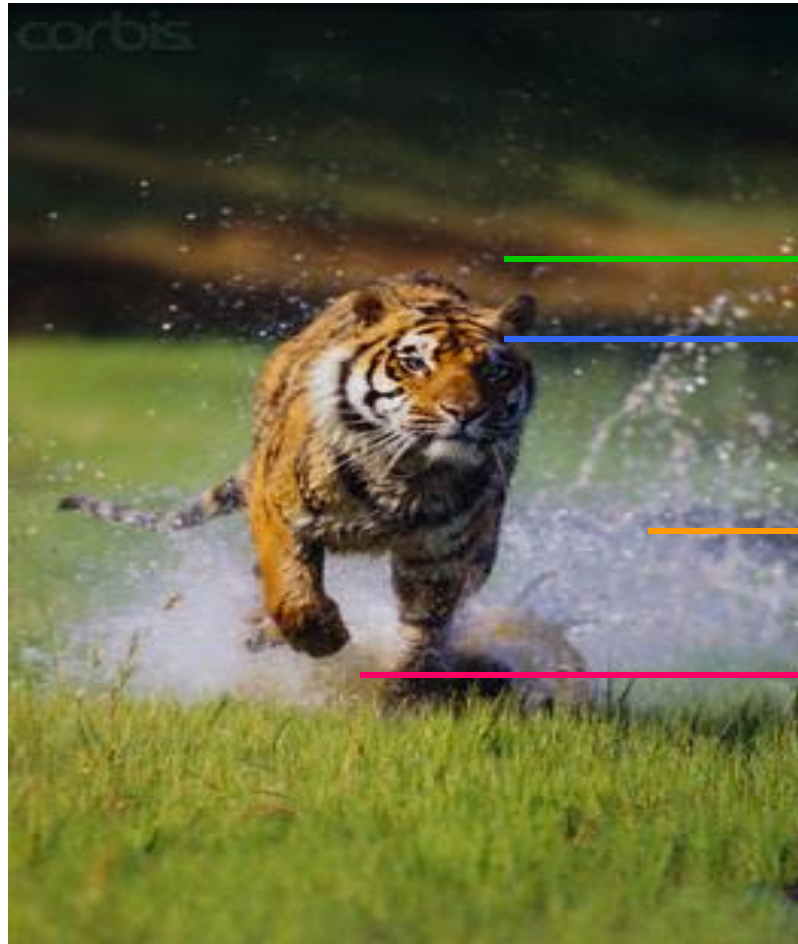
- Advertising
- Consumer Loyalty
- Quality
- Creativity

# How Advertising Works: AIDA



**Comprehension + Recall = Persuasion**

# How Human Behavior Works



# Feelings Come First

**We run from a bear  
because we are afraid**

( Think → Act → Feel )



**We are afraid because we  
run**

( Feel/Act → Think )

# The Loyal Consumer?



OR





# High Quality?



*Out of the box*

*Flash of inspiration*

*Eureka moment ...*

**Innovation is the  
Life Blood  
of the Company**



**Creativity is the  
Life Blood  
of Innovation**



# Normal



# Creative



# Analytical Moment



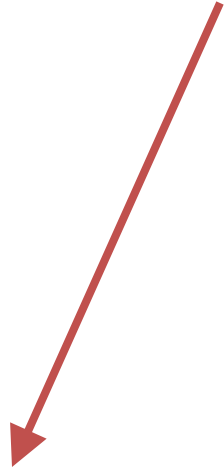
# Ah Ha Moment



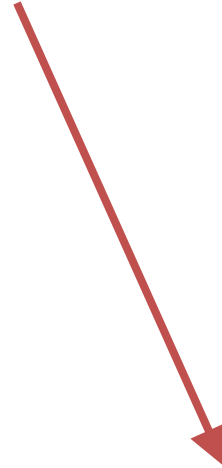




**Creativity**



**OR**



**Alchemy**

**Chemistry**

# Assumptions Matter

## Creativity $\approx$ Alchemy

- Isolates vs. mainstreams
- Limits role of manager
- Not scalable (not theory lead)

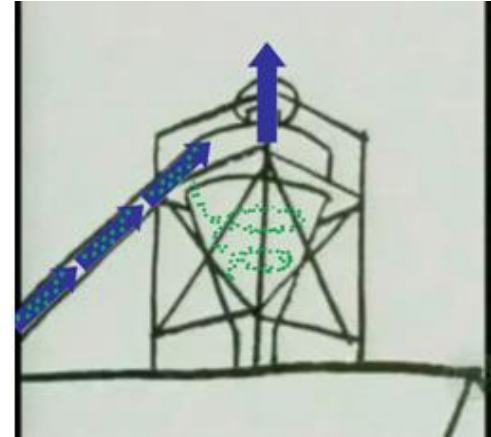
# Chemistry of Creativity



# The Ah Ha Formula



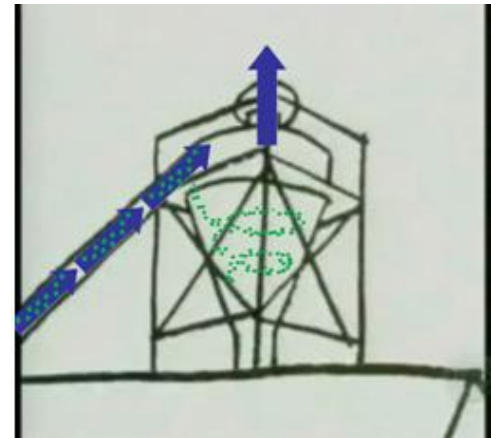
Obviously Different



**ANALOGY**



Surprisingly The Same



# Creatives are “Special”

