



THE CREATOR'S CODE

by Amy Wilkinson



Overview

Hoffman (cofounder of LinkedIn) says that entrepreneurship is like throwing yourself off a cliff and being forced to build an airplane while falling. The author conducted interviews with 200 entrepreneurs, including the founders of LinkedIn, Tesla, Chipotle, eBay, Paypal, JetBlue, and Dropbox. Some of whom are generating over \$1 billion in revenue per year. Common attributes were determined and statistically grouped. It turns out that Creators follow a specific code, a cycle of six steps outlined here, looped continuously, to achieve breakthrough innovation and success.

Chapter 1. Find the Gap

Elon Musk was constantly asking his parents questions. He asked his professors and peers at the University of Pennsylvania about the most impactful innovative technologies of the future. His first company Zip2 was bought for over \$300 million, and he then sold Paypal together with Peter Thiel for \$1.5 billion before venturing into SpaceX, Tesla, and Solar City.

Plenty of people with plenty of “connections, expertise, talent, and resources” consistently fail to capitalize on opportunities; rather, it’s a unique way of thinking which separates creators from the rest. They take solutions to problems devised in other fields, and apply them to the problem at hand. One example is how Dean Kamen took a helicopter blade’s ability to handle stress to design a better medical stent. There are three major categories of creators, all of whom focus on curiosity:

Sunbirds:

“Sunbirds willingly look in places that others dismiss. They gain an advantage from knowing a little bit about a lot of things and repurpose knowledge from seemingly unrelated fields.”

- They cross-pollinate ideas, like birds taking nectar from one flower and pollinating others.

- They are able to move concepts across industries and geographies, thereby transporting solutions.
- They use analogies and metaphors reflecting the underlying pattern in various industries.

Examples of Sunbird innovations include:

- How Starbucks CEO Howard Shultz moved the coffee bar concept from Italy to Seattle, and adapted it to American consumers.
- How the printing press was adapted to make the first wine press.
- How George de Mestral noticed that burrs stick to dogs’ fur with tiny hooks and then invented Velcro.
- How eBay founders took the age-old concept of garage sales and cross-pollinated it to the Internet.
- How Google’s founders used PageRank, an algorithm used to rank scientific literature, and applied it to Internet search.

Architects:

“Architectures relentlessly press forward, often without outside validation.”

- They are problem-finders, forming new logical designs from existing components, wondering what’s missing, and “why” something is as it is.
- *“They believe rigorous questioning is the hallmark of discovery, and they retain a certain childlike naïveté, a beginner’s mind.”* (described in [Mastery](#))
- For any idea in its infancy, there are a plethora of reasons why it will fail; architects don’t necessarily benefit from the objections of their “friends”.
- They wonder how they would achieve something if nobody showed them how.
- They are always thinking. They do not have many hobbies nor do they watch much TV.
- They are detectives looking for inconsistencies and asking questions.



www.kibook.club

[The Creator's Code](#) (Page 1 of 5)