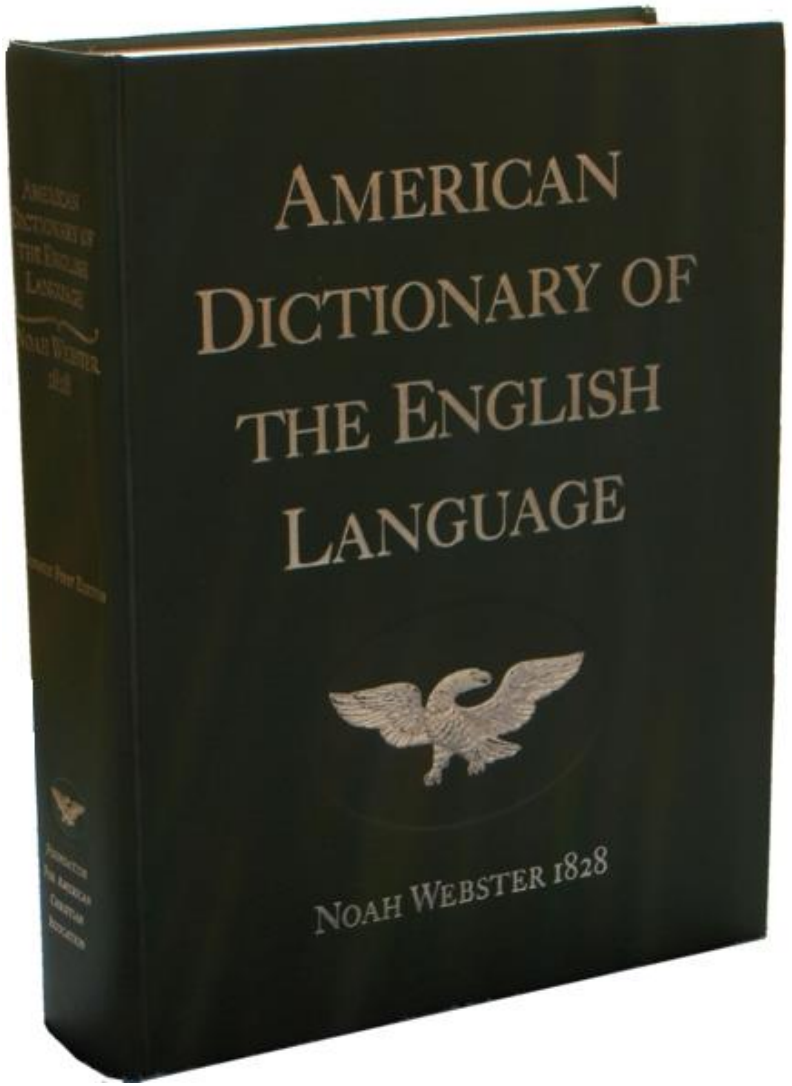
THE CREATOR'S CODE

AMY WILKINSON

What is a Creator?



Syllabification: cre·a·tor

Pronunciation: /krē'ādər/

Definition of *creator* in English:

noun

1 A person or thing that brings something into existence.

Cracking the Code

Skill 1: Find the Gap

Patterns of Discovery
Sunbird

Patterns of Discovery Architect

Patterns of Discovery
Integrator

CHIPOTLE
MEXICAN GRILL

Skill 2: Drive for Daylight

To-Go Thinking

airbnb

Total Guests
25,000,000+

Cities
34,000+

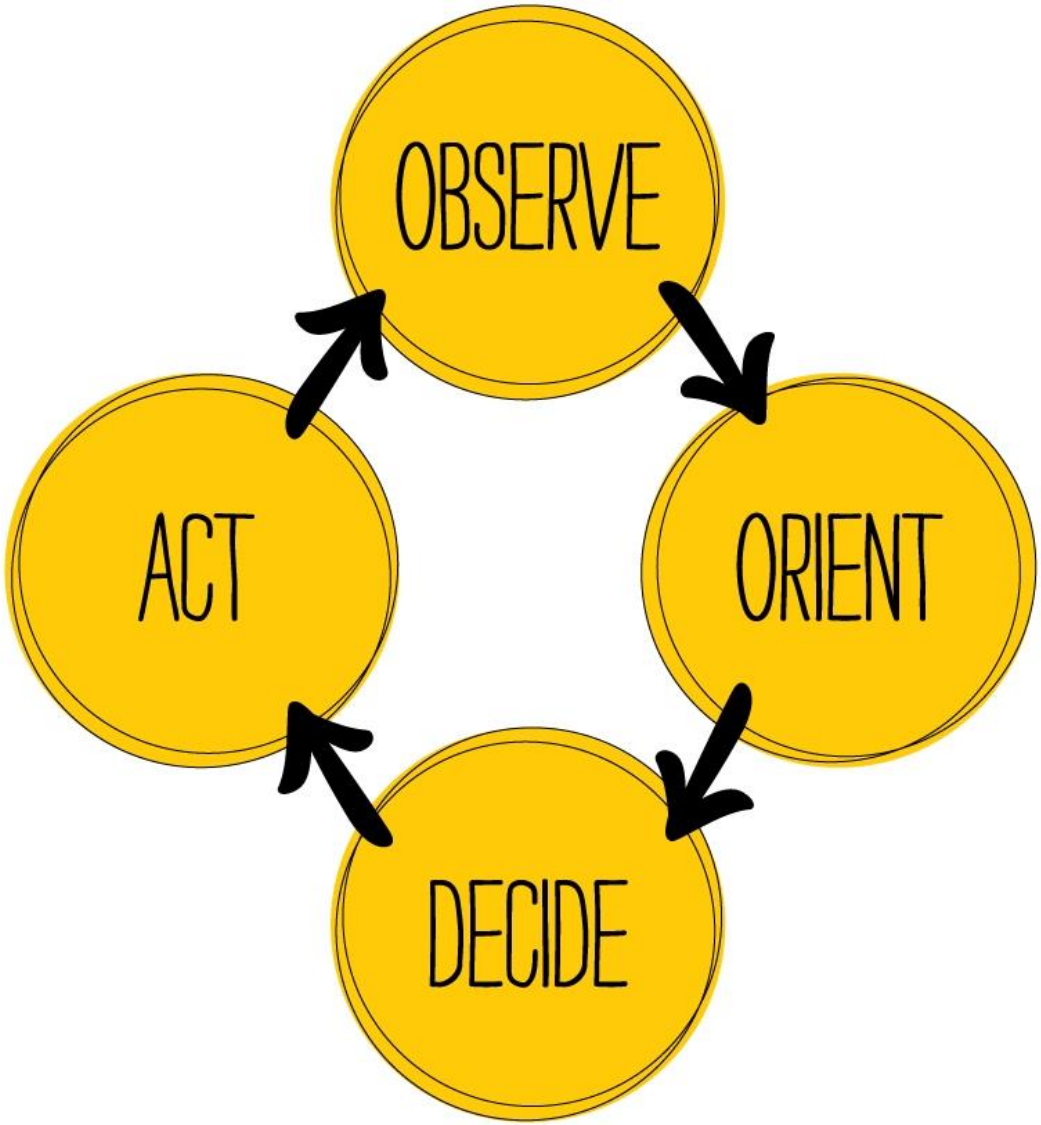
Castles
600+

Countries
190+

Listings Worldwide
800,000+

Skill 3: Fly the OODA Loop

The OODA Loop Defined



The PayPal Founders

- **Elon Musk, Max Levchin, Peter Thiel**

PayPal eBay, Inc.

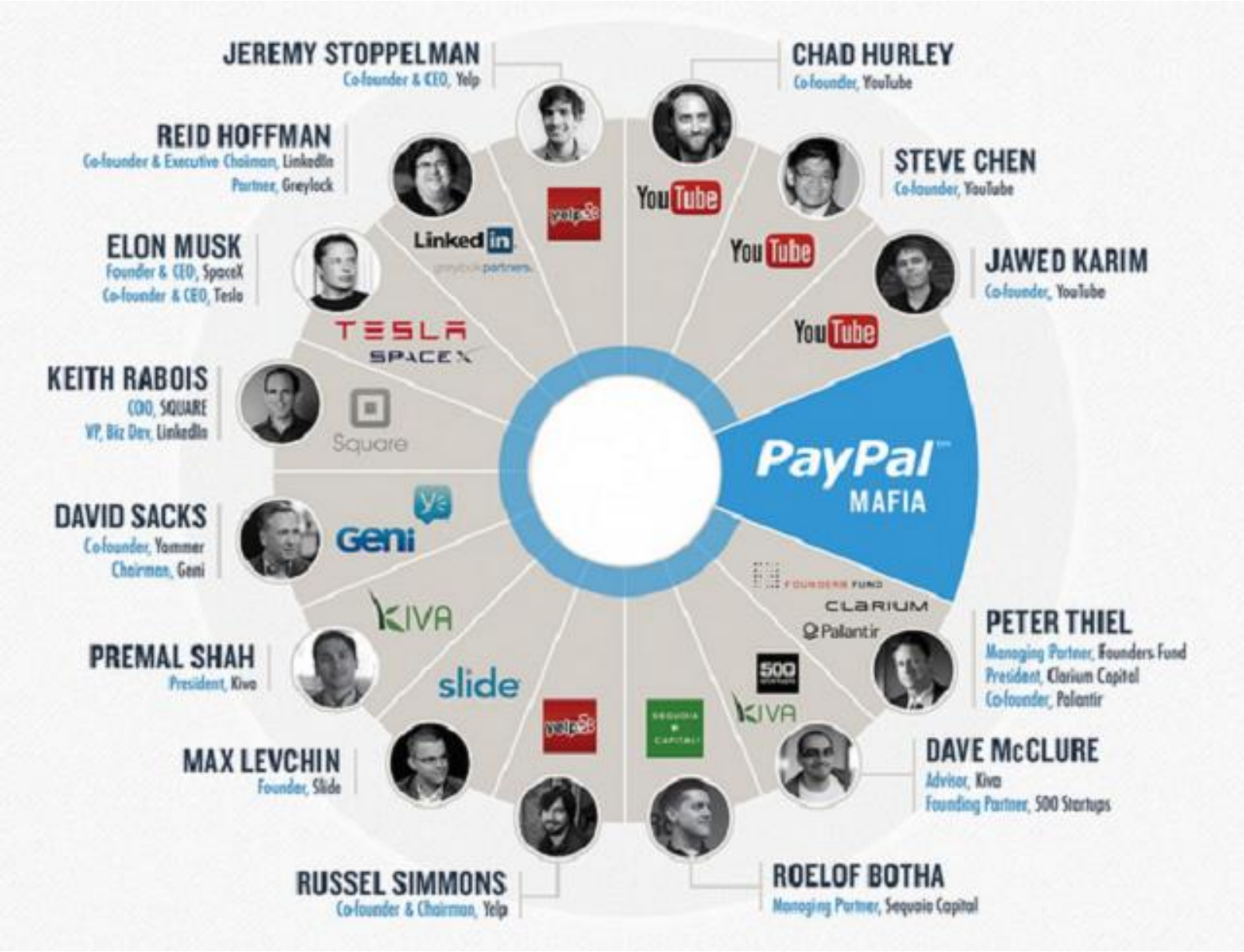
Founded 1999 **Partnered August 1999**

Acquired October 2002

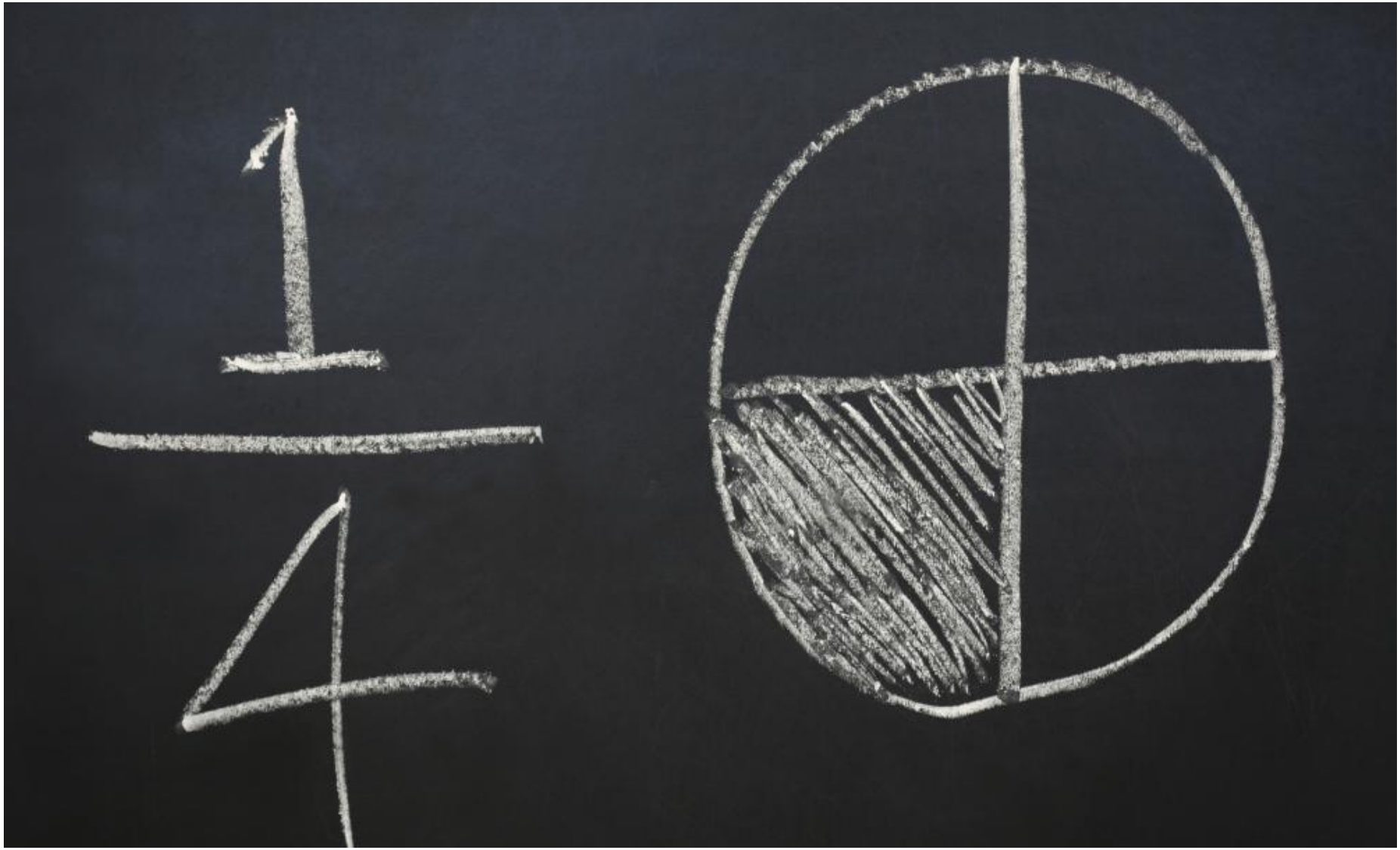
1999

PayPal™

The PayPal Mafia



Skill 4: Fail Wisely



Test Incremental Experiments

OPOWER

Skill 5: Network Minds

Who has had an MRI?

The GE Adventure Series

Skill 6: Gift Small Goods

Generosity Enhances Productivity

The Power of Six

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