

**READY
SET**

FALL!

**USING FAILURE AND
RISK-TAKING TO
CULTIVATE CREATIVITY**

@MRHOOKER

#DLAC24

CARL HOOKER

MY numbers

25 YEARS IN EDUCATION

8-TIME AUTHOR

5-TIME PODCAST HOST

4-TIME ENTREPRENEUR

2-TIME BAR OWNER

3-TIME FATHER

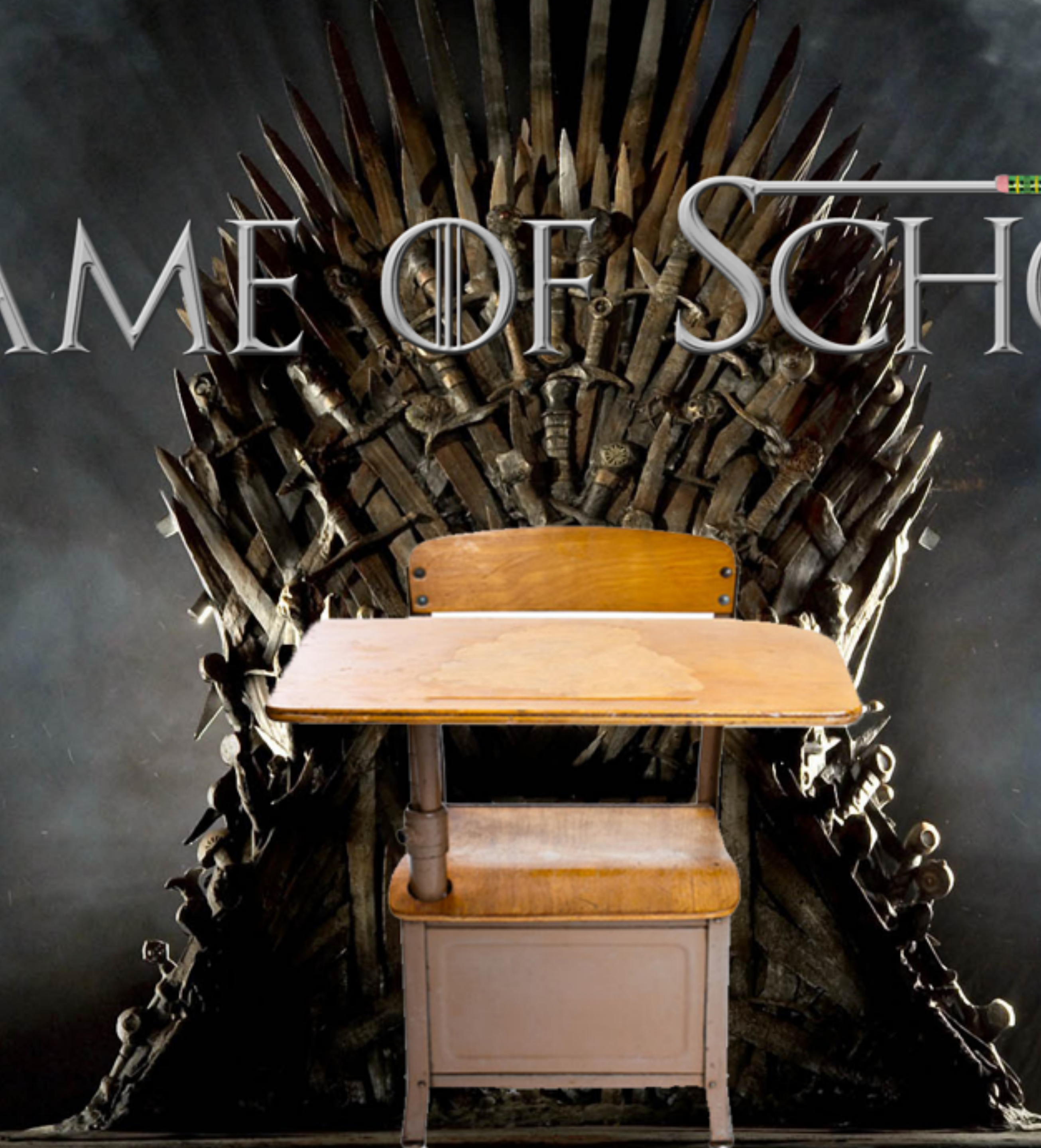
1-TIME HUSBAND

@MRHOOKER

CARL HOOKER



GAME OF SCHOOL





recipe

SERVES 10-12 TIME: 1 hour FROM THE KITCHEN OF: Carolyn

Raspberry Citrus Bars

INGREDIENTS:

- 1 cup butter
- sifted

DIRECTIONS:

Crust: beat butter on med. speed for 30 sec until to soften. Add the $\frac{3}{4}$ c. powdered sugar. beat until combined. Add 2 cups flour - beat until combined. Press dough on bottom of pan at 350°

filling combined

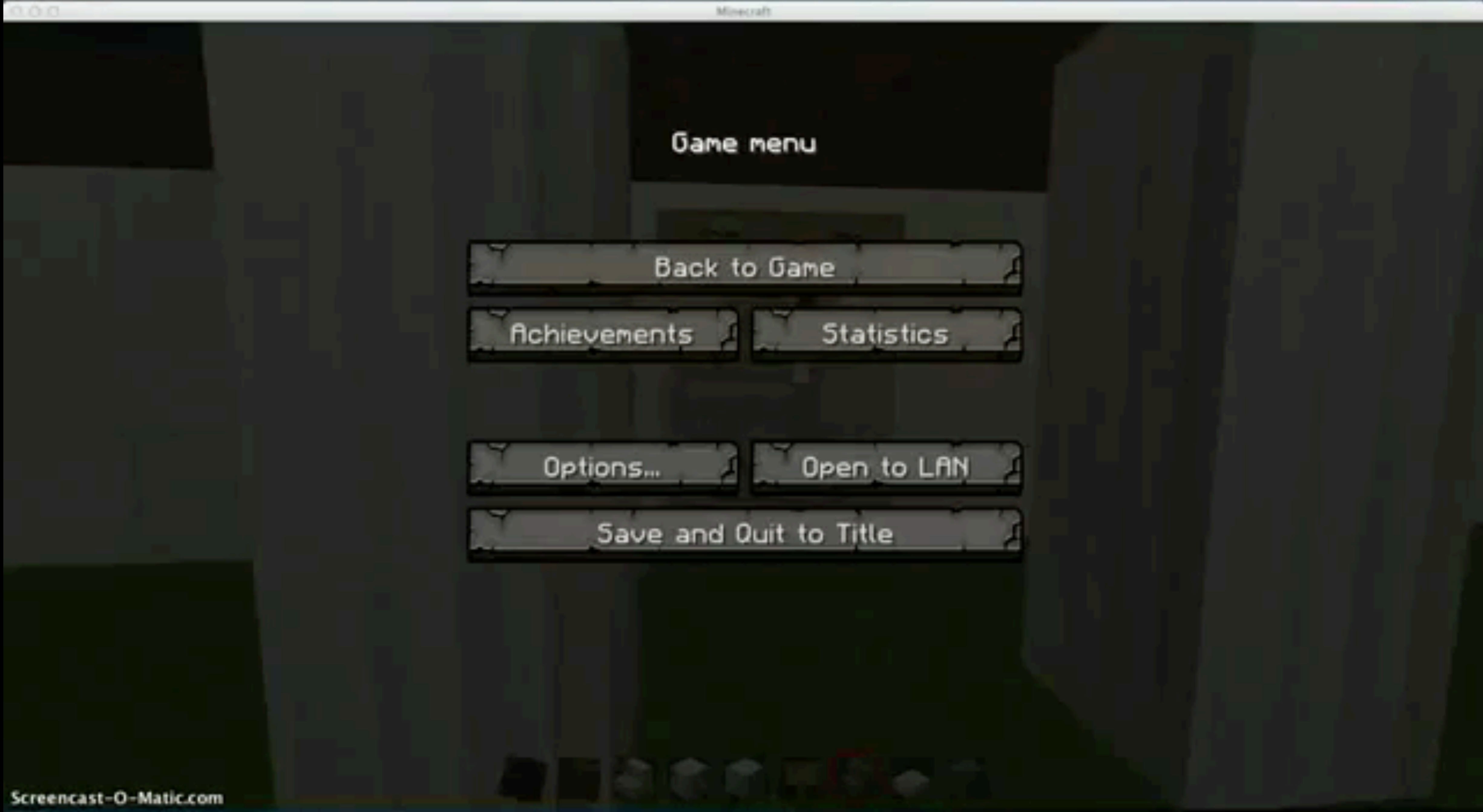




Did you follow directions?

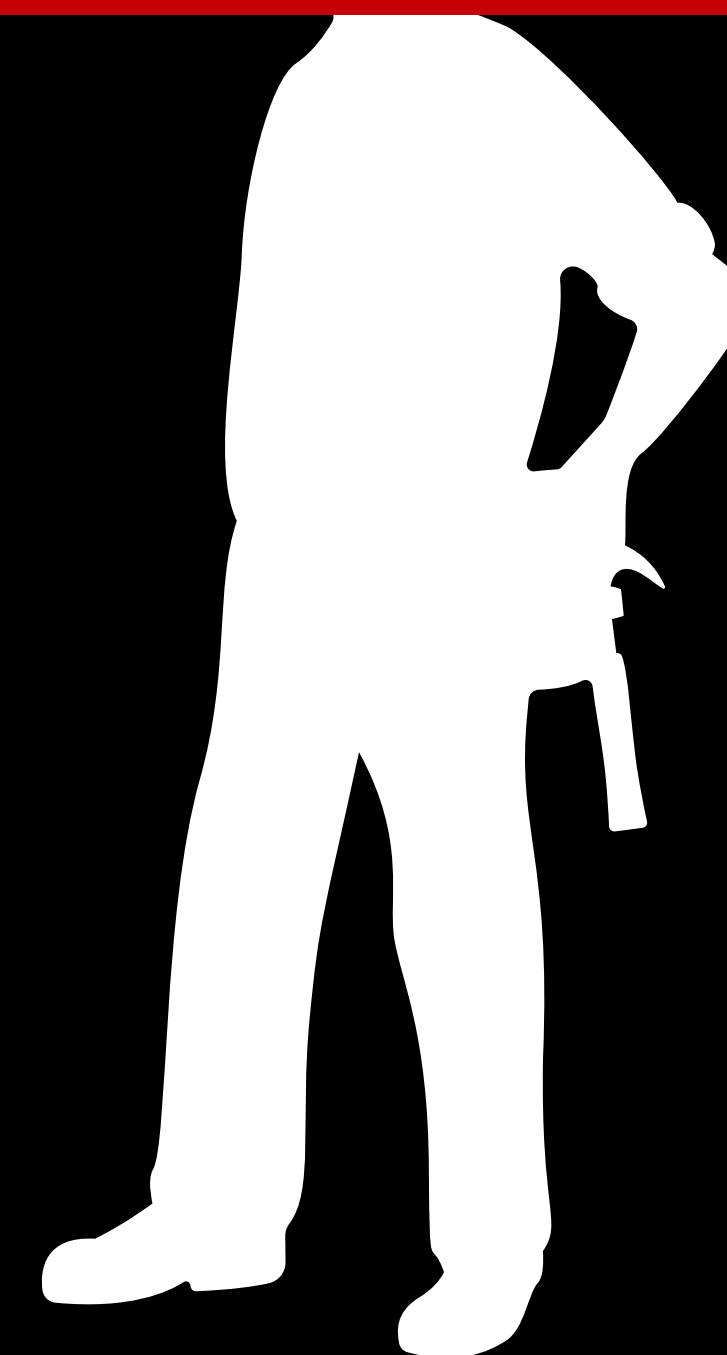
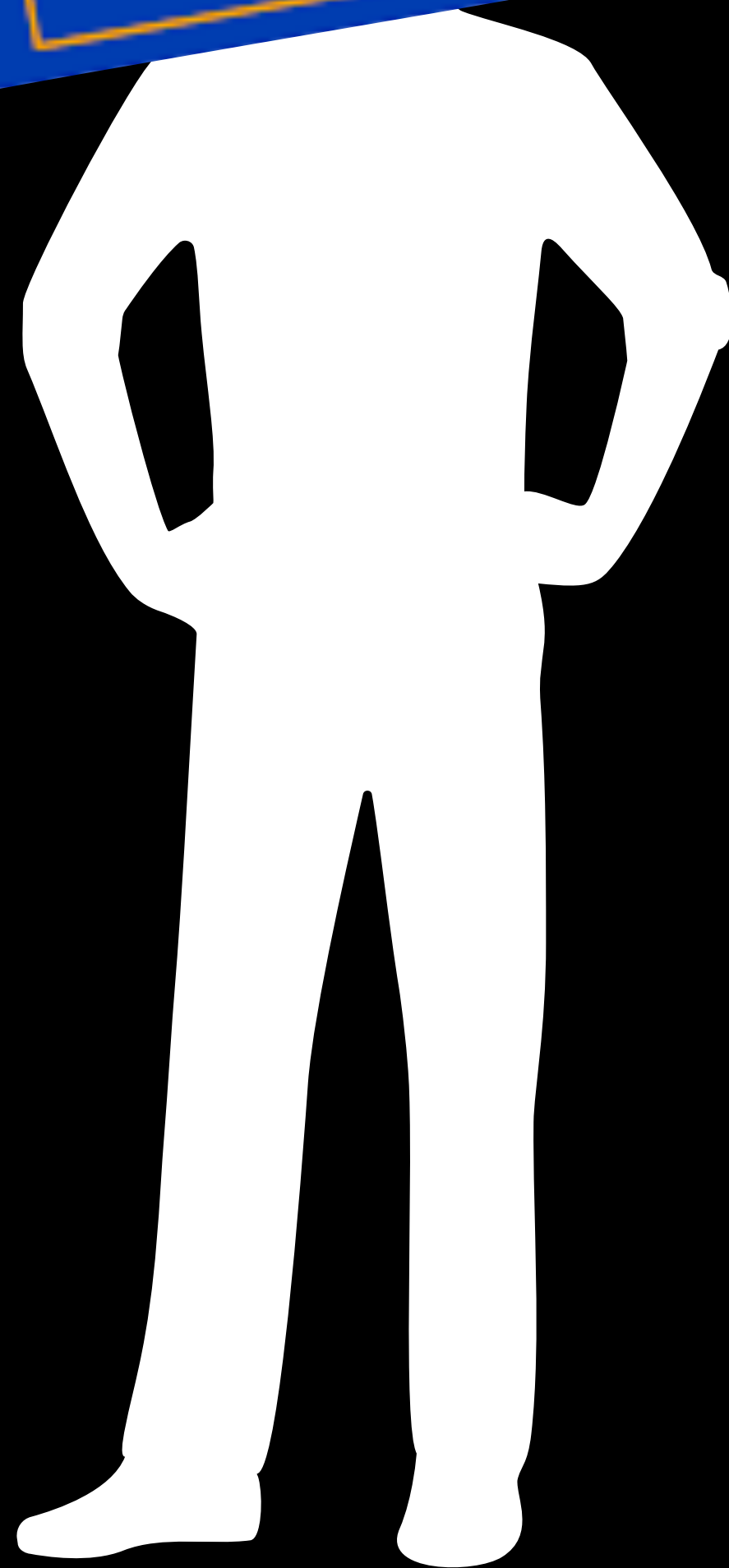
A large flock of sheep, all wearing black sunglasses, symbolizing conformity. The sheep are densely packed and fill the entire background of the image. The text is overlaid on this background.

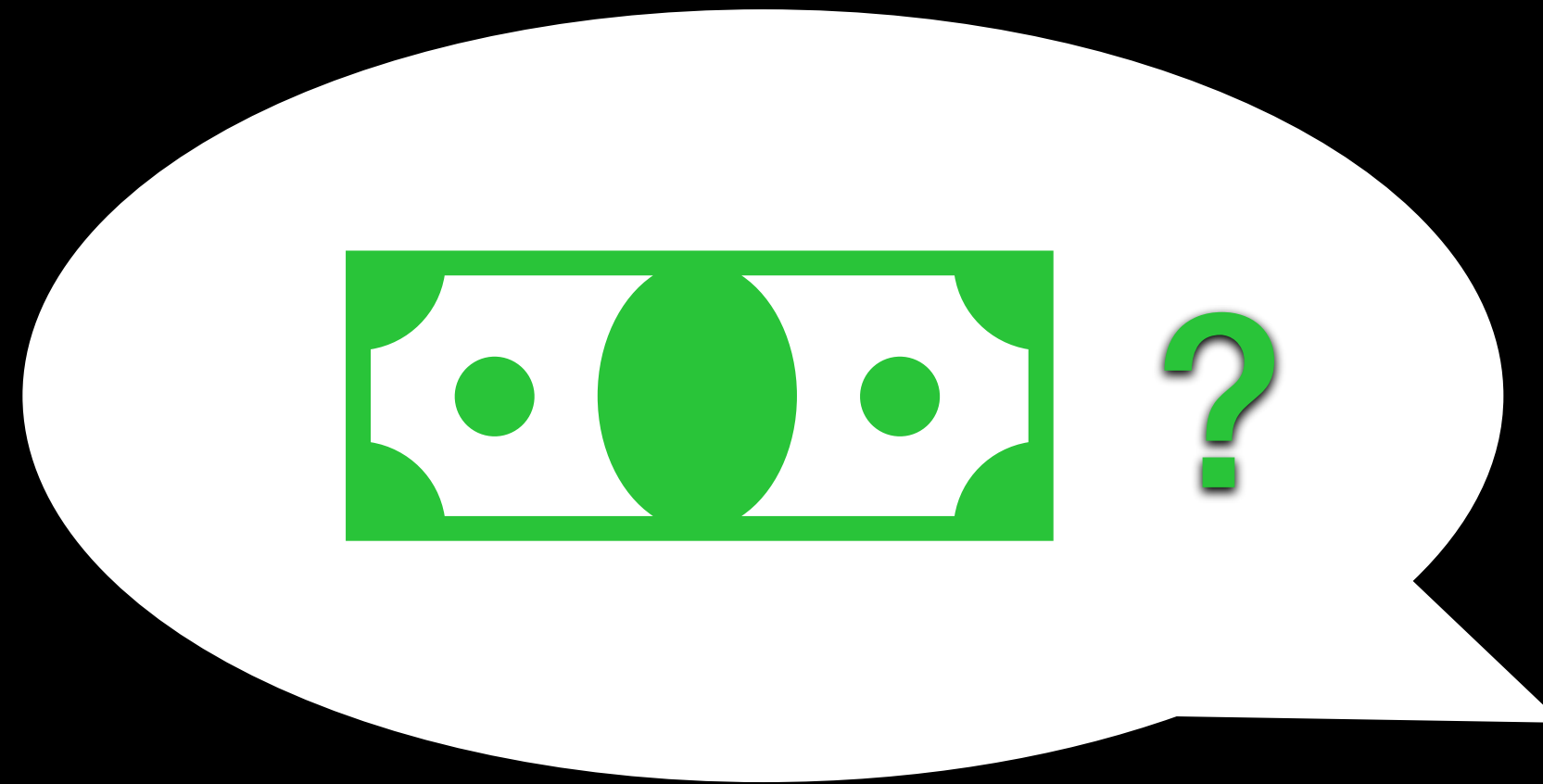
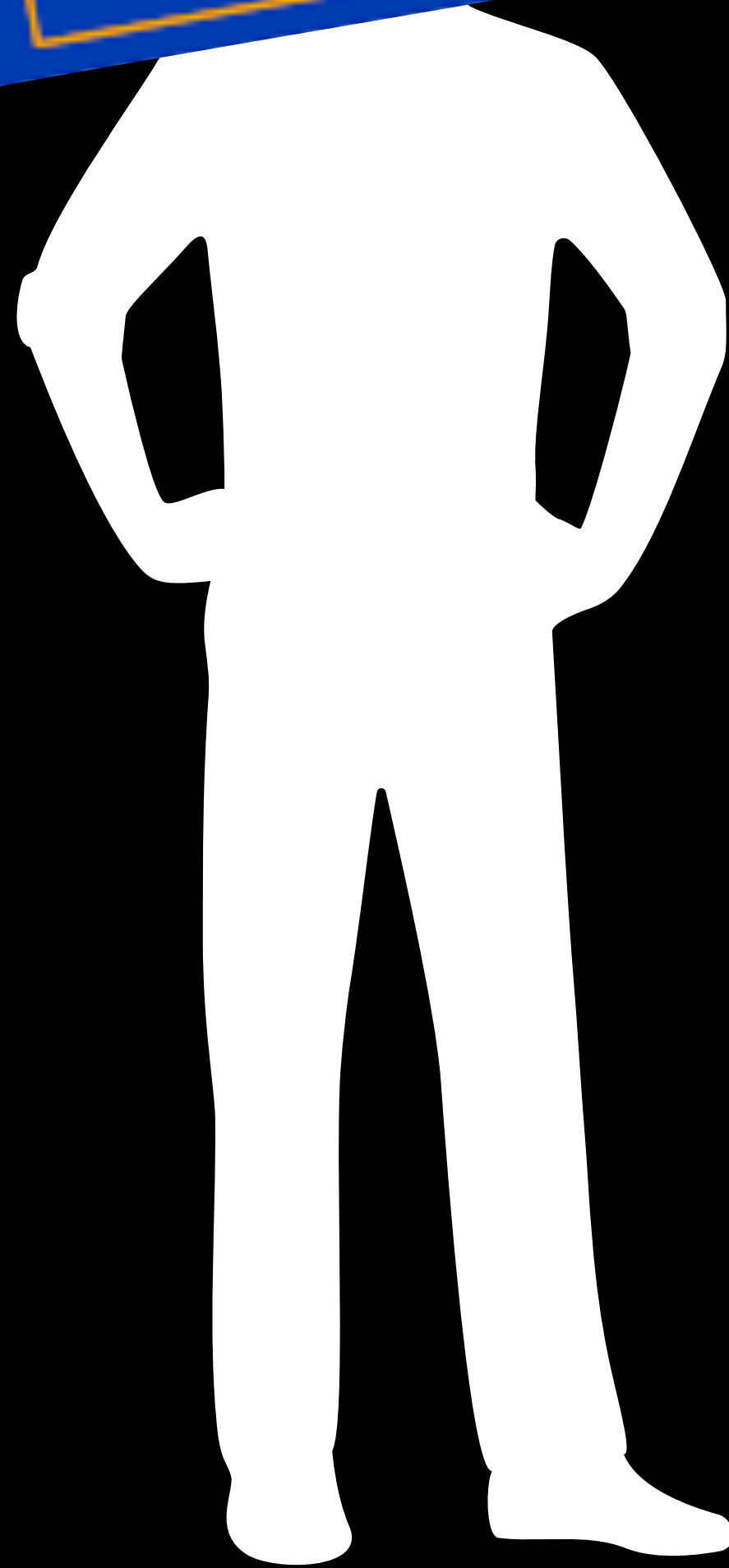
How do we change schools from
places of conformity and compliance
to environments that foster risk-taking
and innovation?

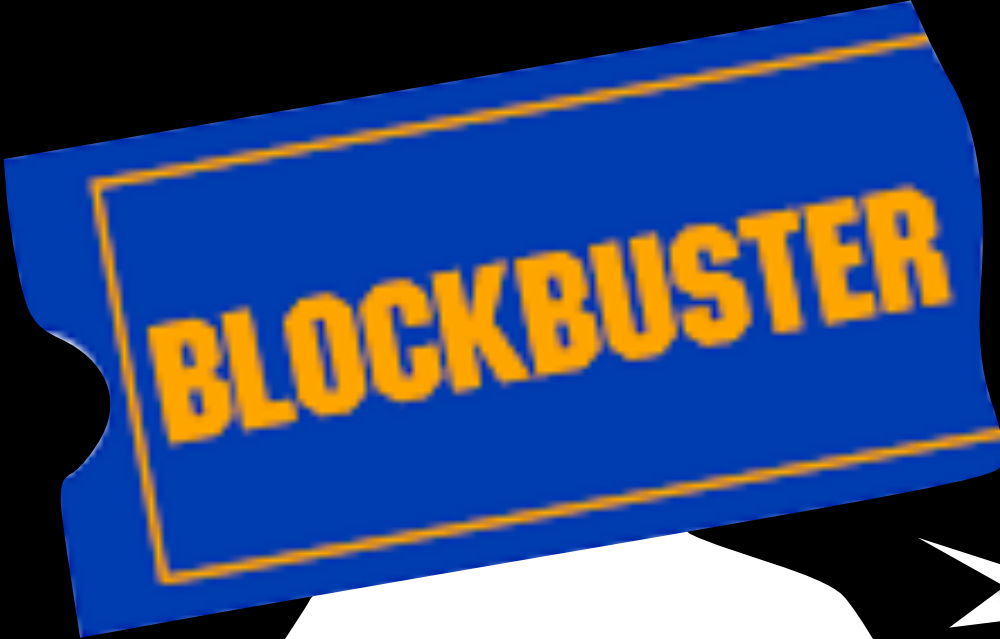


**WHY CHANGE
AND TAKE A RISK
WHEN WE'VE
BEEN
SUCCESSFUL?**









BLOCKBUSTER



NETFLIX



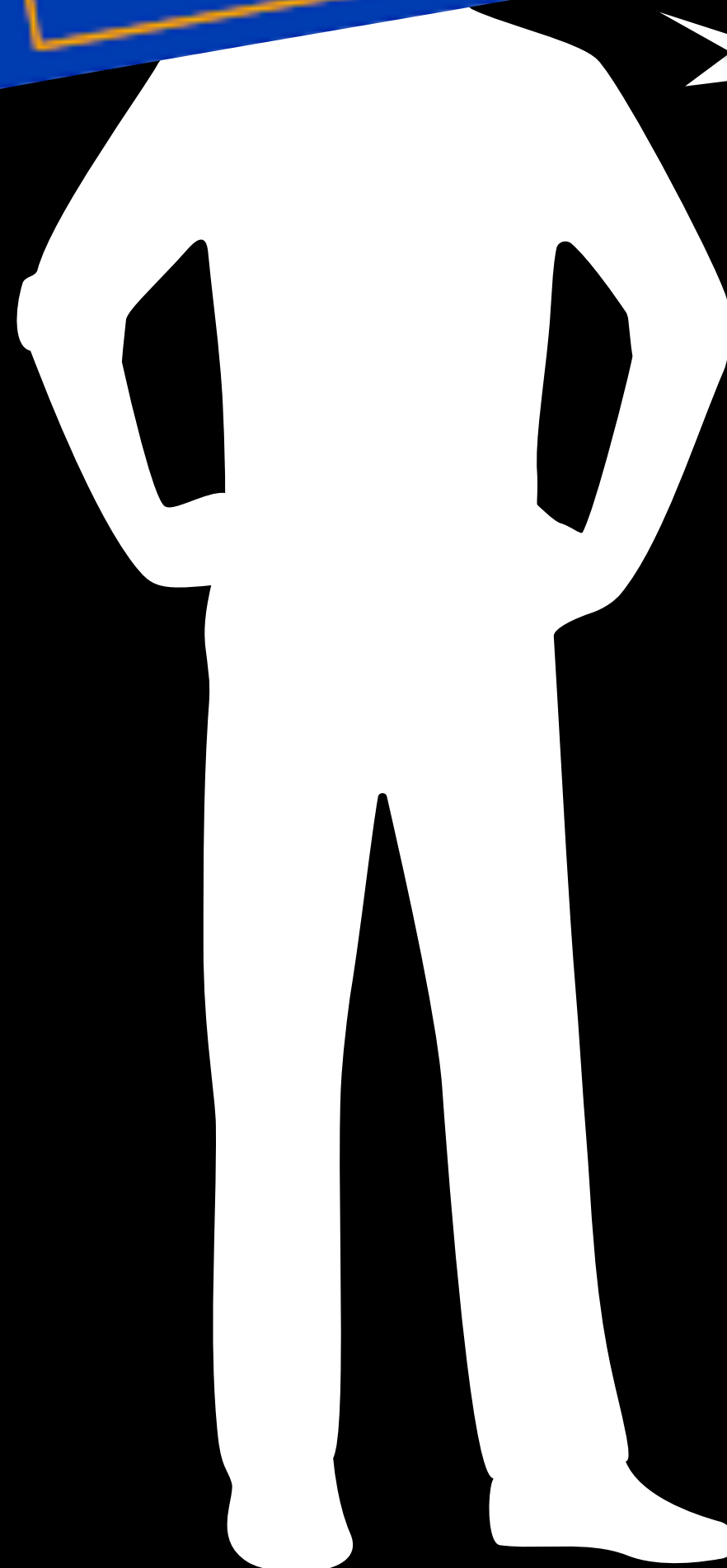
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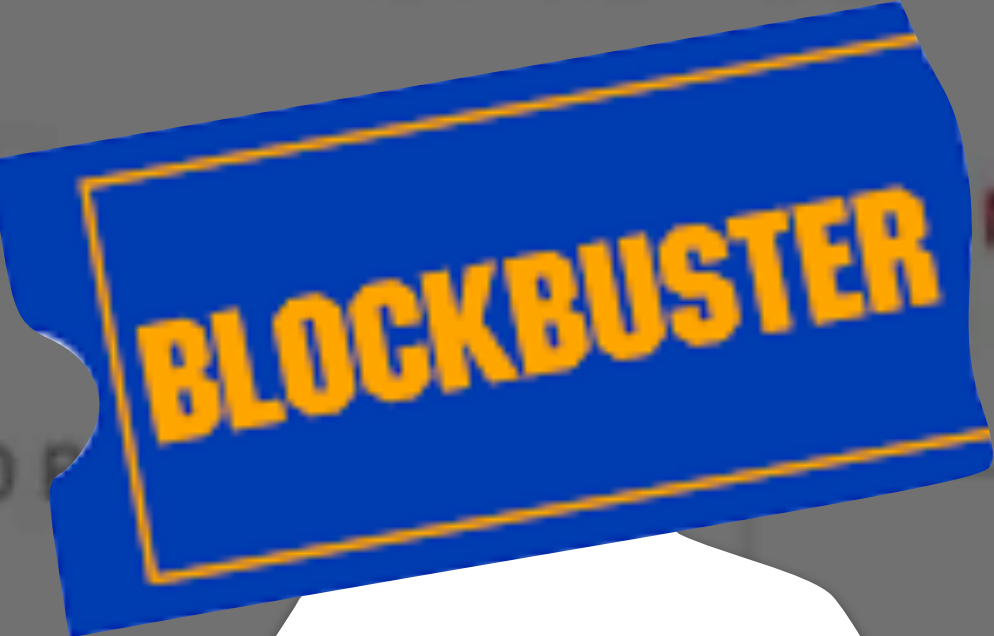
NETFLIX



NETFLIX VS. BLOCKBUSTER (1998 - 2016)

source:

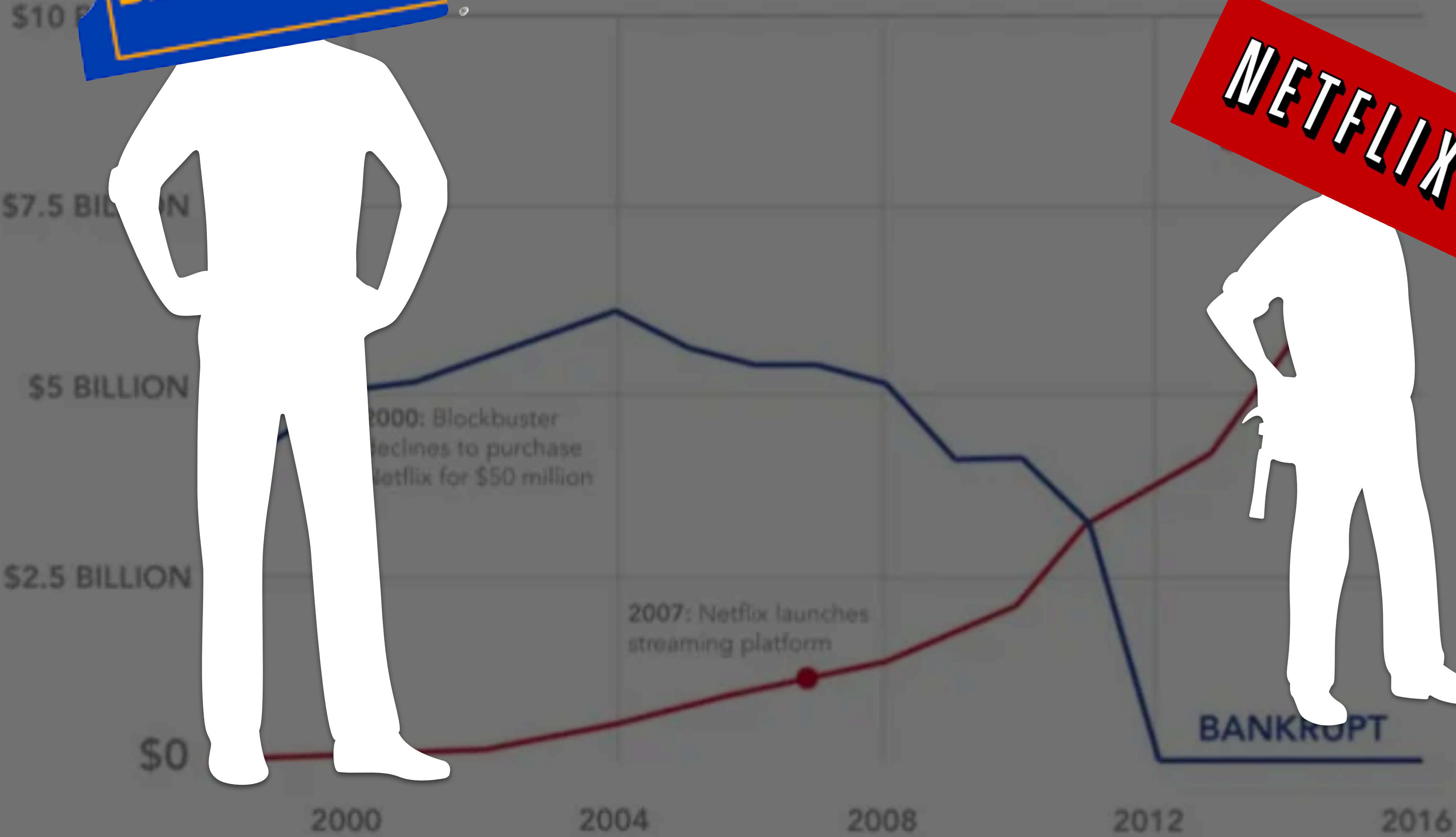
THE STRATEGY JO



NETFLIX REVENUE



BLOCKBUSTER REVENUE



Time heals all wounds but the scars are
a constant reminder



Detroit Steel

Blockbuster

Toys R Us

General Foods

Compaq

TWA

American Motors

Woolworth's

Polaroid

Companies that no
longer exist

Zenith's

DeLorean

Tower Records

Enron

Border's Books

Continental Airlines

Circuit City

Pan Am

MCI WorldCom

Top 10 Job Skills - World Economic Forum

2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgement & Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

2027

1. Creative thinking
2. Analytical thinking
3. Digital literacy
4. Curiosity and lifelong learning
5. Resilience, flexibility and agility
6. Systemic thinking
7. Artificial intelligence & big data
8. Motivation and self-awareness
9. Talent management
10. Service orientation & customer service

READY SET **FAIL!**

@MRHOOKER

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SECONDS

WHY IS
FAILURE
IMPORTANT?

**Stand n'
Talk**

CARL HOOKER

THOUGHTS ON FAILURE

FAILURE builds character
FAILURE creates opportunity
FAILURE is a great teacher
FAILURE instills courage
FAILURE teaches perseverance
FAILURE spawns creativity
FAILING requires motivation
FAILURE is acceptable

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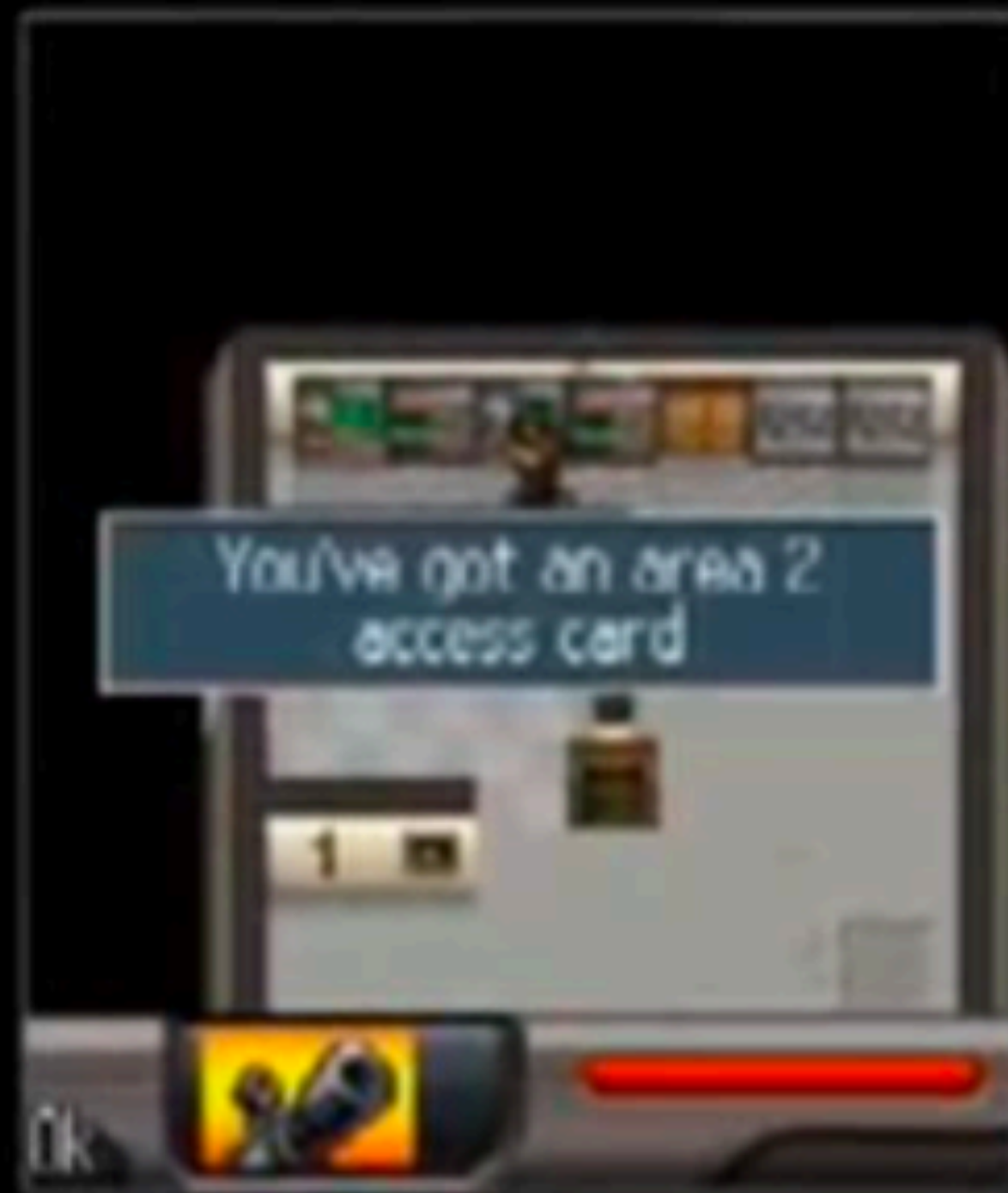
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**If you're not
prepared to
be wrong,
you'll never
come up with
anything
original.**

-Sir Ken Robinson



ROVIO





★★★
ROVIO CLASSICS
ANGRY BIRDS™

RISK

FAILURE









A man in a dark suit and tie is walking a tightrope. He has his arms outstretched for balance. Below him is a dense city skyline with many skyscrapers. The sky is overcast and grey. The word "RISK" is written in large, white, bold letters across the middle of the image, partially overlapping the man and the city.

RISK

FEAR

READY SET

FAIL!

**Shout n'
Share**

**WHAT IS
SOMETHING THAT
STOPS YOU FROM
TAKING RISKS AND
BEING CREATIVE?**

@MRHOOKER

CARL HOOKER

6 BARRIERS TO CREATIVITY



- **Discomfort** with the unknown
- Treating “**not knowing**” as a permanent condition
- **Risking** exposure, risking being **judged**
- Demanding **perfection** from yourself
- Treating **failure** as “wasted time”
- Fear of **rejection**



15 SECOND DE-STRESSING TECHNIQUE

STAND UP

Dr. Yeltsa Kcir

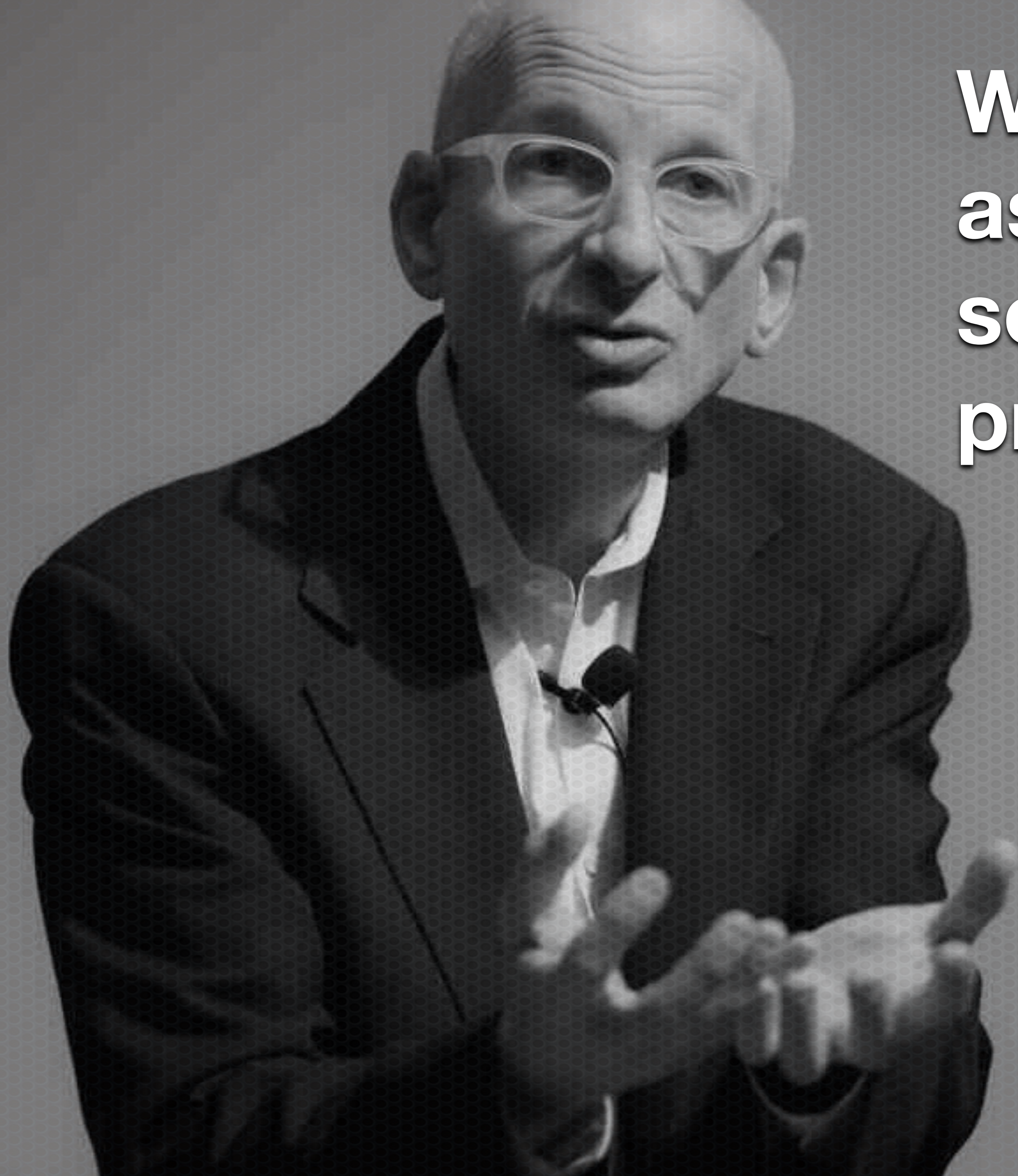


15 SECOND DE-STRESSING TECHNIQUE

RICK ASTLEY

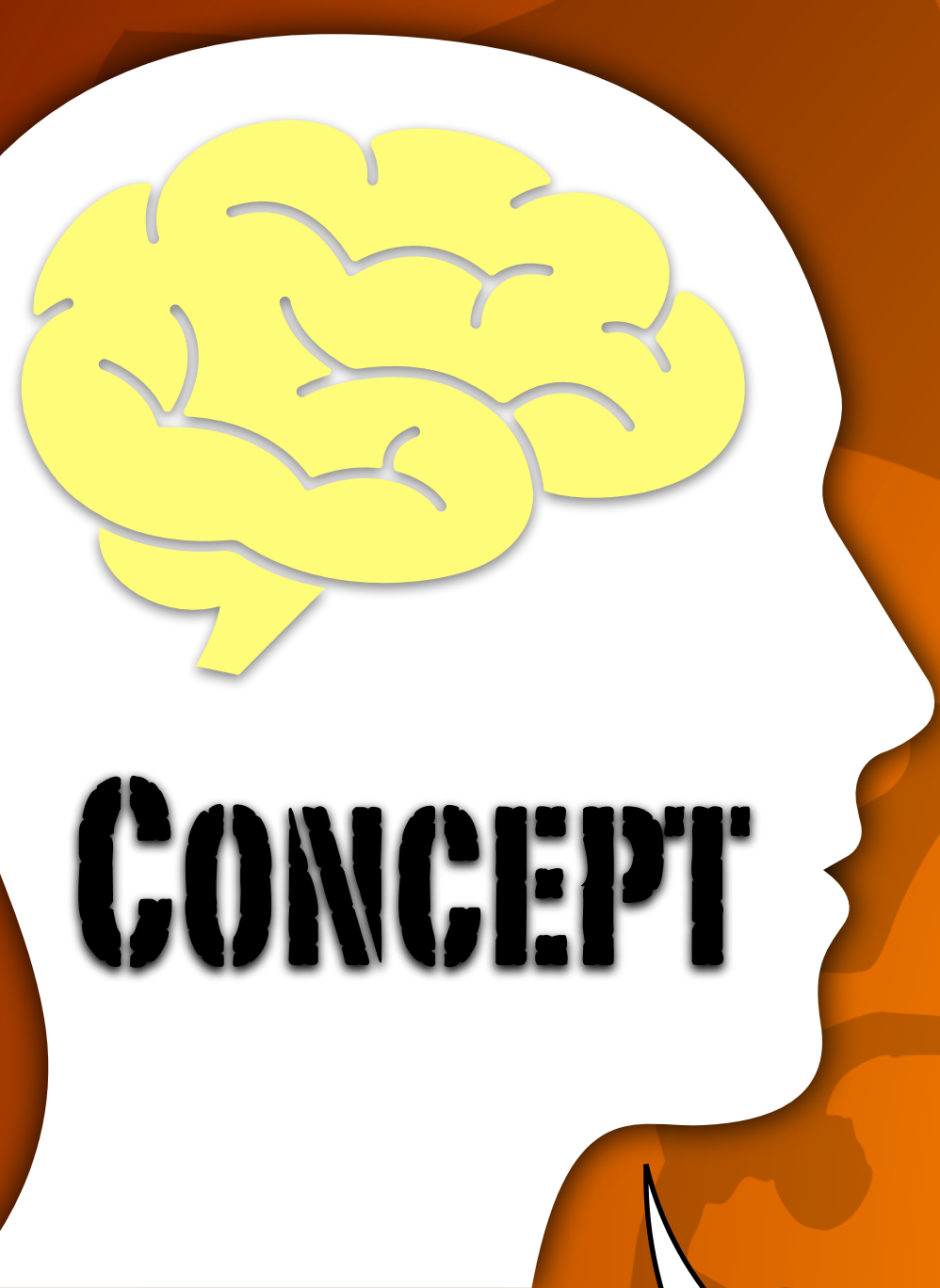
Dr. Yeltsa Kcir

HOW DO WE CREATE
ENVIRONNMENTS IN SCHOOLS
WHERE FAILURE AND RISK-
TAKING ARE A PART OF THE
LEARNING PROCESS?



We need to be
asking our kids to
solve **interesting**
problems...

...and we need
to be ok if they
get it **wrong**
- Seth Godin



CONCEPT

ITERATIVE PROCESS

BUILD

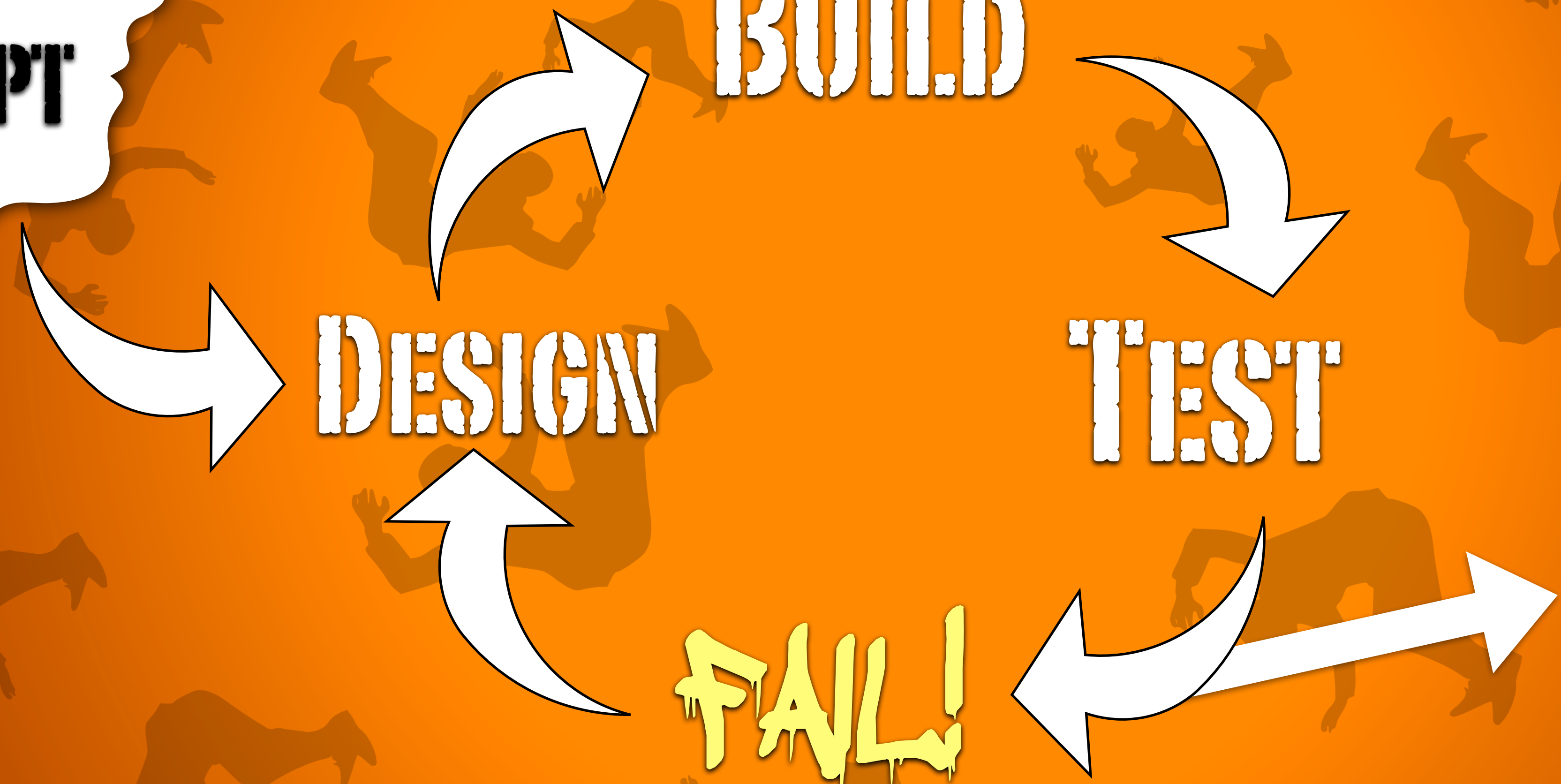


LAUNCH

DESIGN

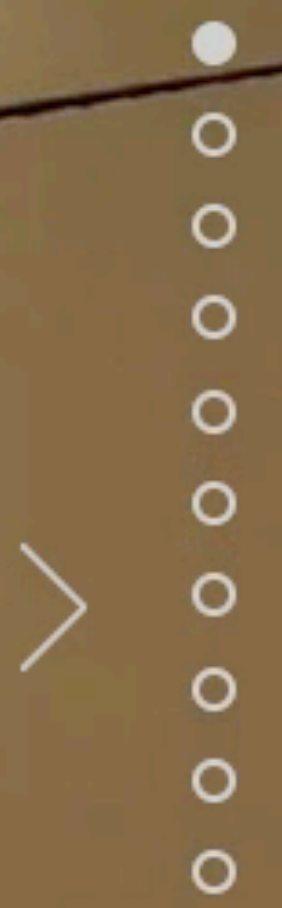
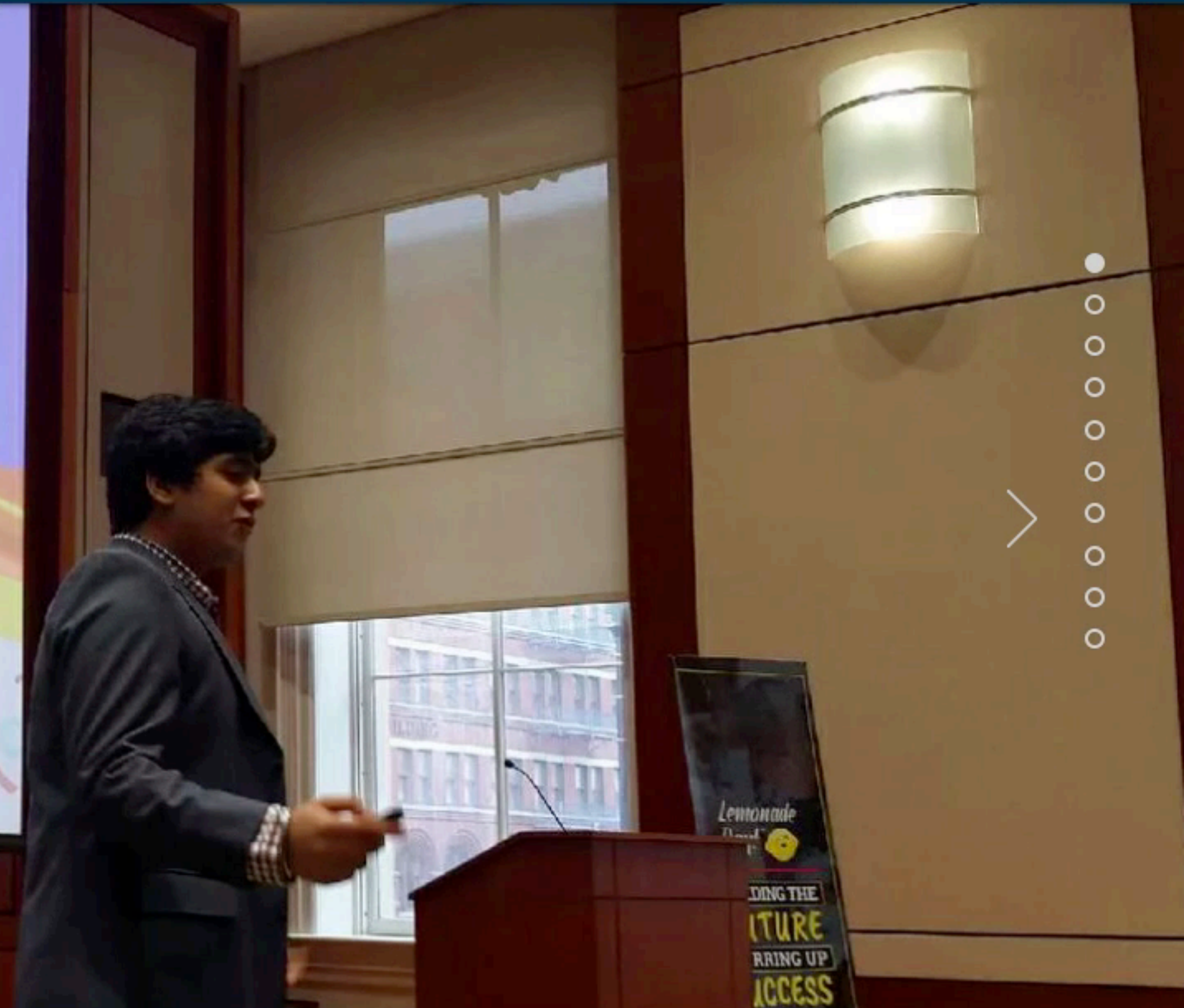
TEST

FAIL!











We need to create a
generation of empathetic
risk-takers

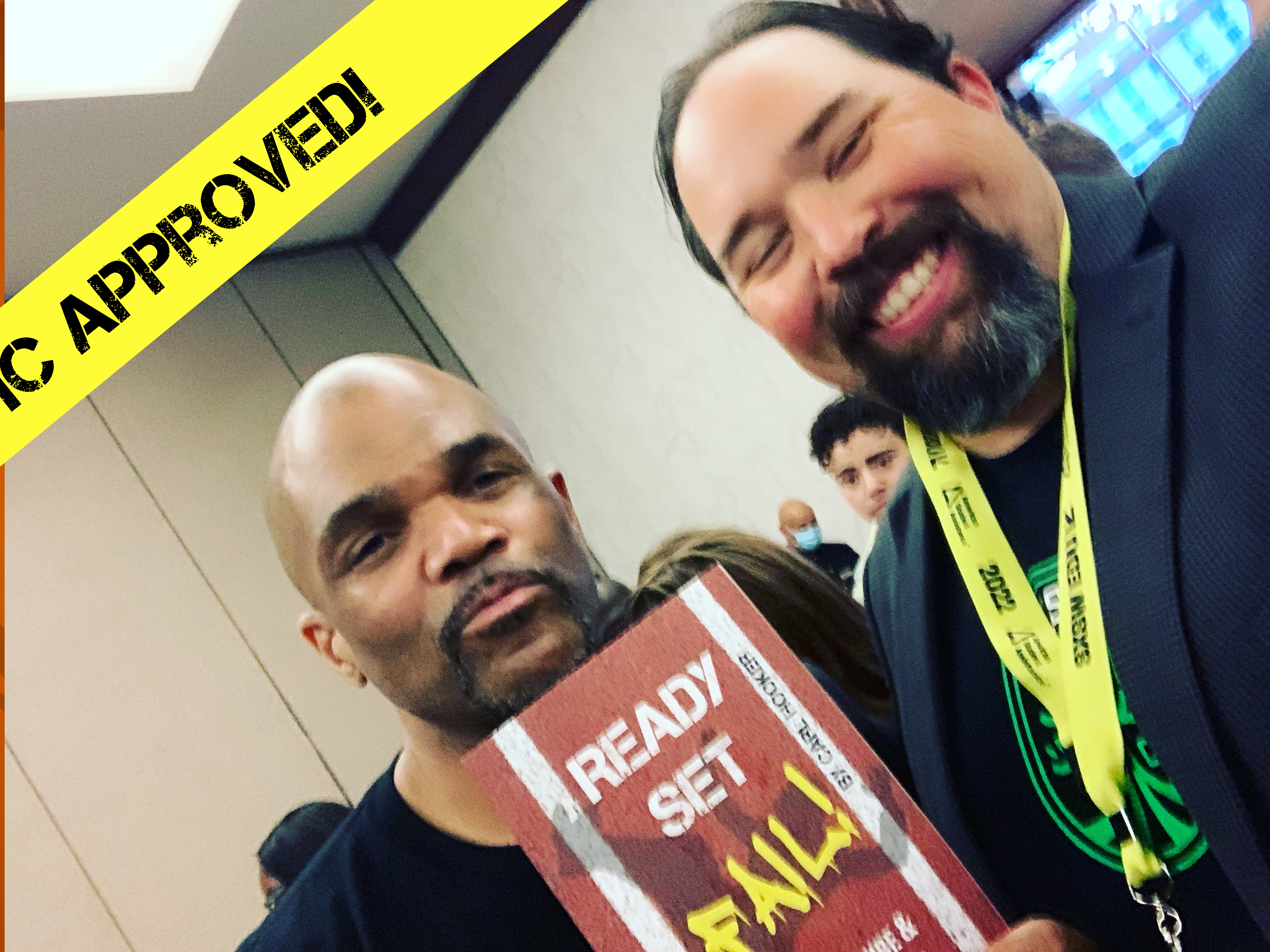
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Students don't
take risks, if
teachers don't
take risks.

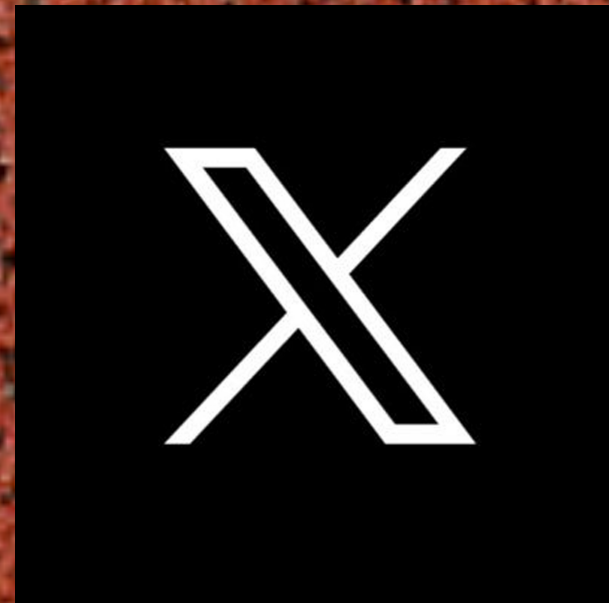
Teachers don't
take risks, if
leaders don't
take risks.



DMC APPROVED!



READY SET

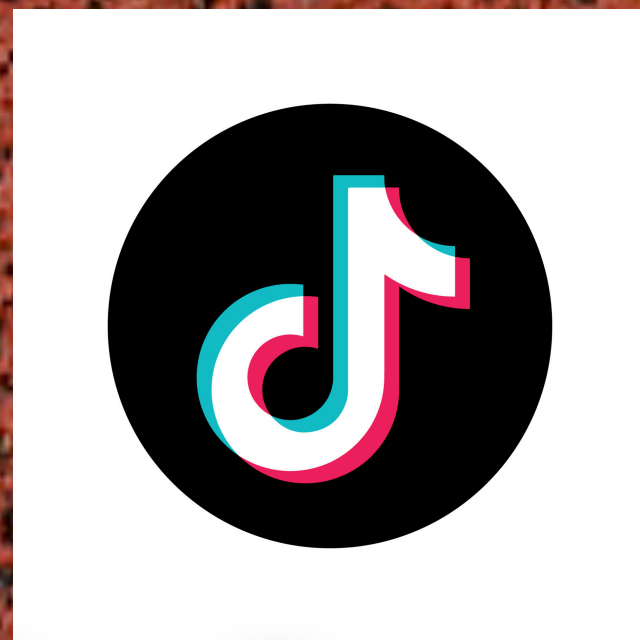


@mrhooker

FALL



@hookertech



@hookertech



@Carl

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