



HYPER ISLAND

Learning Journey **2023**

UNLOCK - session 2
October 27th 2023

HYPER ISLAND

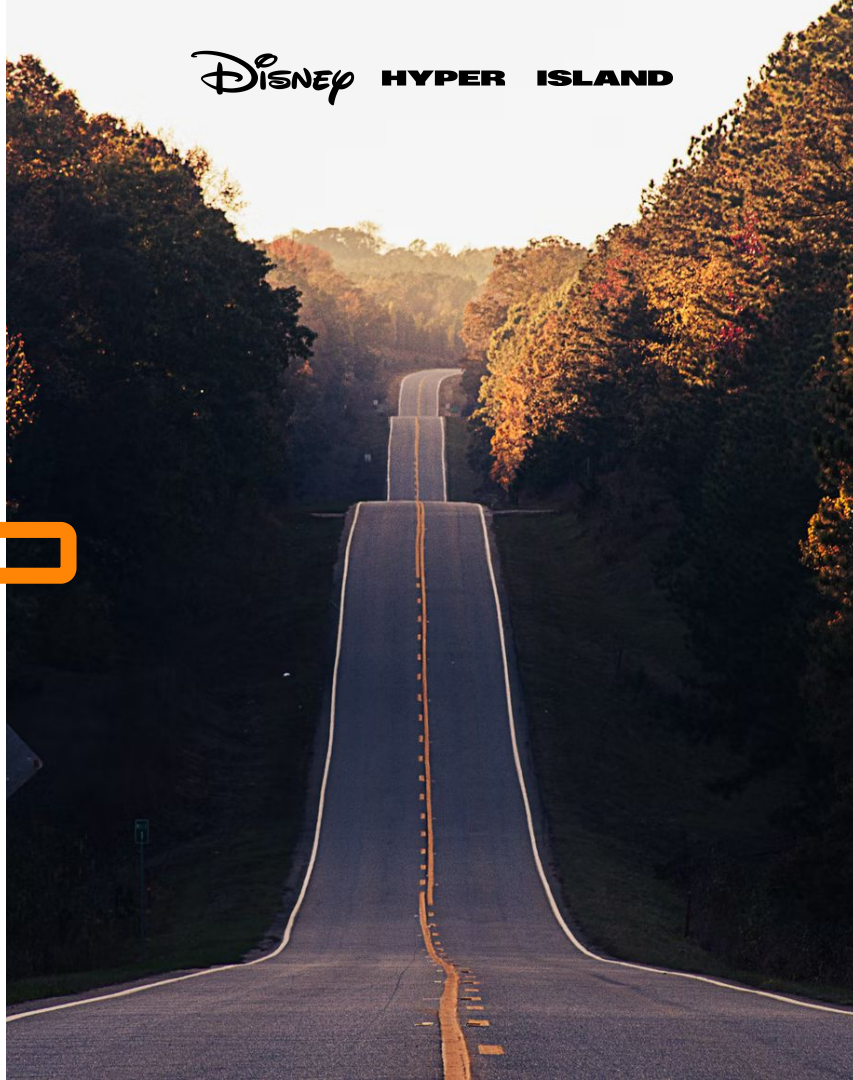


WELCOME TO TODAY'S SESSION

Stockholm — Karlskrona — New York — Manchester — London — Singapore — São Paulo

Our schedule

Session #		DAY	DATE	TIME (BR, ARG)	DURATION	Phase
1	✓	Tuesday	5th	11-13	2	Kickoff
2	✓	Tuesday	19th	11-13	3	Uncover
3	✓	Friday	29th	11-13	2	Uncover
4	✓	Monday	2nd	11-13	2	Uncover
5	✓	Monday	9th	11-13:30	2.5	Uncover final
6	✓	Friday	20th	11-13:30	2.5	Unlock
7	☐	Friday	27th	11-13	2	Unlock
8	☐	Friday	3rd Nov.	11-13:30	2.5	Unlock
9	☐	Friday	10th	11-13:30	2.5	Unlock
10	☐	Friday	17th	11-13	2	Unleash
11	☐	Friday	24th	11-13	2	Unleash
12	☐	Friday	1st Dec.	11-13	2	Unleash
13	☐	Friday	8th	11-14	3	Pitch
14	☐	Friday	15th	11-13	2	Retrospective



UNCOVER

LEARNING TO EXPLORE THE PROBLEM SPACE, UNCOVERING OPPORTUNITIES

INNOVATION PRINCIPLES
INNOVATIVE TEAMS
IDENTIFYING OPPORTUNITIES
RESEARCH HACKS

KICK-OFF

5 SEPT.

WELCOME &
INTRO TO THE
PROGRAM

MASH UP
INNOVATION

2 hrs.

19 SEPT.

IDOARRT

STINKY FISH

INCLUSIVE
INNOVATION
FOR DISRUPTIVE
IDEAS

HIGH
PERFORMING
TEAMS

3 hrs.

29 SEPT.

PERSONALITY
PROFILING WITH
MBTI

DISCOVER YOUR
AREAS OF
GENIUS WITH 6
WORKING
GENIUS

2 hrs.

Oct. 2nd

FUTURES
MINDSET / PLAY
IN THE FUTURE

JOBS TO BE
DONE
ACTIVITY

2 hrs.

Oct. 9th

ACTIVE
LISTENING
ACTIVITY

CX TOOLS

PLANNING
RESEARCH

2.5 hrs.

Our journey

UNLOCK IDENTIFYING CREATIVE SOLUTIONS

INSIGHT TO IDEAS
THINK OUT OF THE BOX
SOLUTION SPACE
PRETOTYPING

UNLEASH SCALING & STORYTELLING

AGILE INNOVATION
EXPLORING IMPACT
ETHICS AND
CONSEQUENCES
STORIES AND INFLUENCE

Oct. 20th

NETWORKS

HOW MIGHT
WE
STATEMENTS

2.5 hrs.

Oct. 27th

HOW MIGHT
WE
STATEMENTS

IDEATION
INTRO.
CREATIVE
THINKING

IDEATION

2 hrs.

IDOARRT

INTENTION

Turning the insights resulting from exploring Disney into HMW questions and nurturing our creative mindset

DESIRED OUTCOMES

Identify one problem area in Disney to focus on, turn into a HMW type question. Inspiration & openness to tap into your creative mindset as you go forward into the ideation phase.

AGENDA

Revise the concept, revisit the identified problem areas in the company, choose one to focus on, create HMW, present. Content & self check re creativity's 6Cs

ROLES & RULES

Show up, be present, share your perspective, challenge assumptions, explore possibilities. HI facilitates, participants proactively participate.

TIME

2 hours including a 5 min break

CHECK-IN

**What's a HMW
type question you
notice you ask
yourself
sometimes?**

Eg. HMW teach people in shops
the small things that make us
happy as customers to keep us
coming? Or HMW initiate a
campaign to clean up the streets
in Buschwick for residents to be
encouraged to clean them
themselves.

1

Turning your insights into possible solutions

ACTIVITY

1. Refresh what a HMW type question looks like
2. Revisit the opportunities you uncovered to solve that in the company.
3. Choose one
4. Turn this insight & problem area into a HMW type question.

**insights and
problem areas**



**invitation for a
variety of solutions.**

HOW MIGHT WE action

FOR who

TO benefit

INSIGHT & PROBLEM AREAS



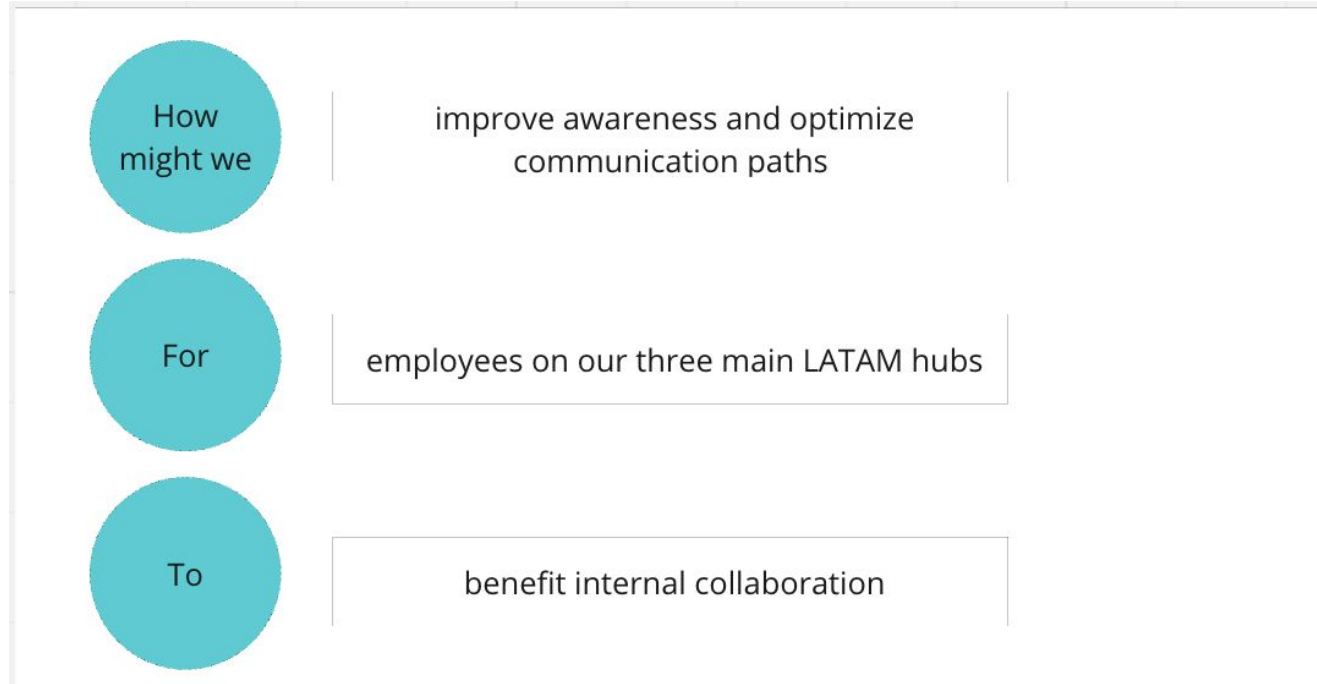
HMW [VARIETY OF SOLUTIONS]



Each squad presents

- The challenge you uncovered
- The corresponding HMW

Group 1: Abril, Isabella & Juan



Group 2 - Abril, Ana, Edre, Juan, Stephanie

HOW MIGHT WE

(Create a Way to Sub/CC and Dub all Content)

FOR

(Disney+ and Star+ Users)

TO

(Have more Accessibility and Inclusion)

2022 - beginning of Oct/2023
(LATAM - D+ and S+)

291 viewers reported missing subs or dubs from singular contents, it is -13 different titles reported per month.

If we take a deeper look just for SUBS MISSING:

102 reports in total.
87% are expected behavior (business decision)
15% were errors indeed and after the viewer report, it's more fixed.



If we take a deeper look just for SUBS MISSING:

36% of reports from Star+
64% of the reports from Disney+



LOWI SEASON 2- Missing LATAM Subtitles - VK LATAM Impact | Disney+ | 05 to 11/Oct

Before launch, it was expected to have LATAM subs for Lowi Season 2, but 1st Ep. does not have PT-BR nor Es-LATAM subtitles available, just the [CC] versions. The biggest impact was from BR, but still with complaints from LAS.

The content team is now double-checking if it is expected behavior from a business decision or if we will have LATAM subs as fast follow.

Chats: 23 chats with viewers asking about subtitles.

Social Media VK: 65 different viewer reports on Social Media (Twitter, Facebook and App Reviews)



Group 3 - Thais, Isa, Thiago, Victoria



Not a personalized experience at streaming service
Lack of diversity on movies and series
Length of lines at parks

Not licensed distribution of products / artificial intelligence - pixar trend

**HOW
MIGHT WE
control**

**FOR
partners
and
consumers**

**TO
quality
control, sales,
Disney image**



2

Getting your creative juices flowing,
understanding a creative mindset

A close-up, shallow depth-of-field photograph of a hand holding a white pen, poised to draw on a light-colored surface. The background is dark and out of focus.

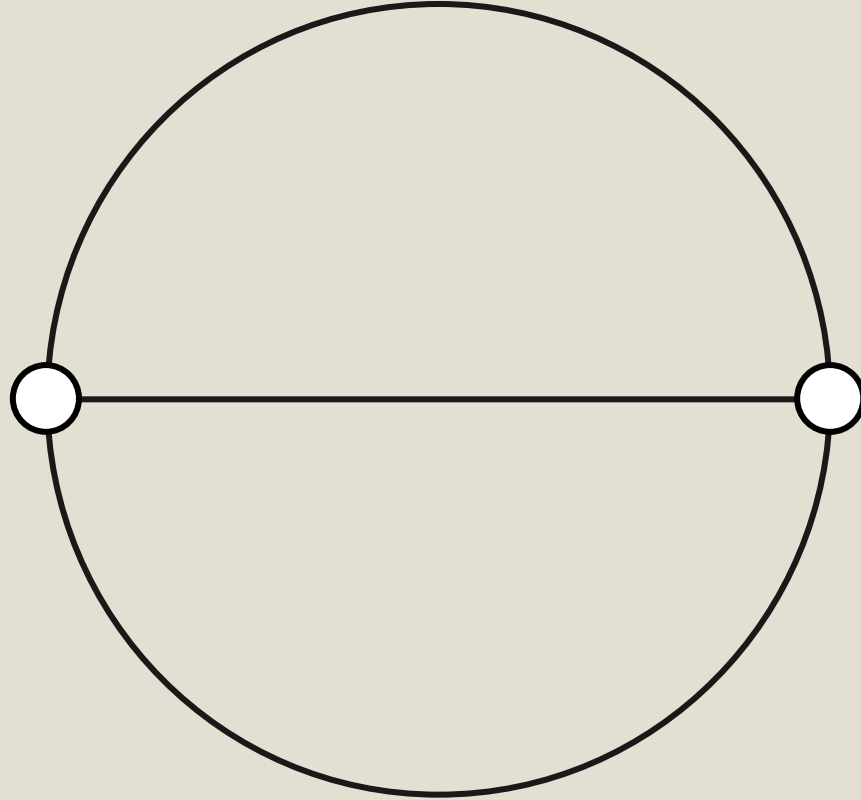
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**Grab
a paper
and pencil**

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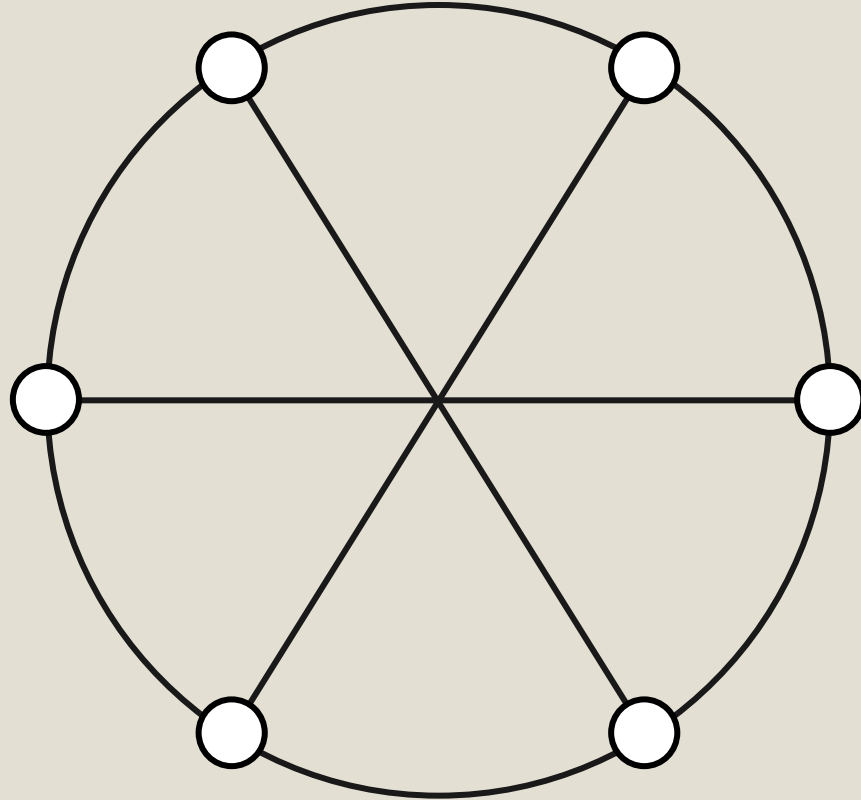
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12

seconds

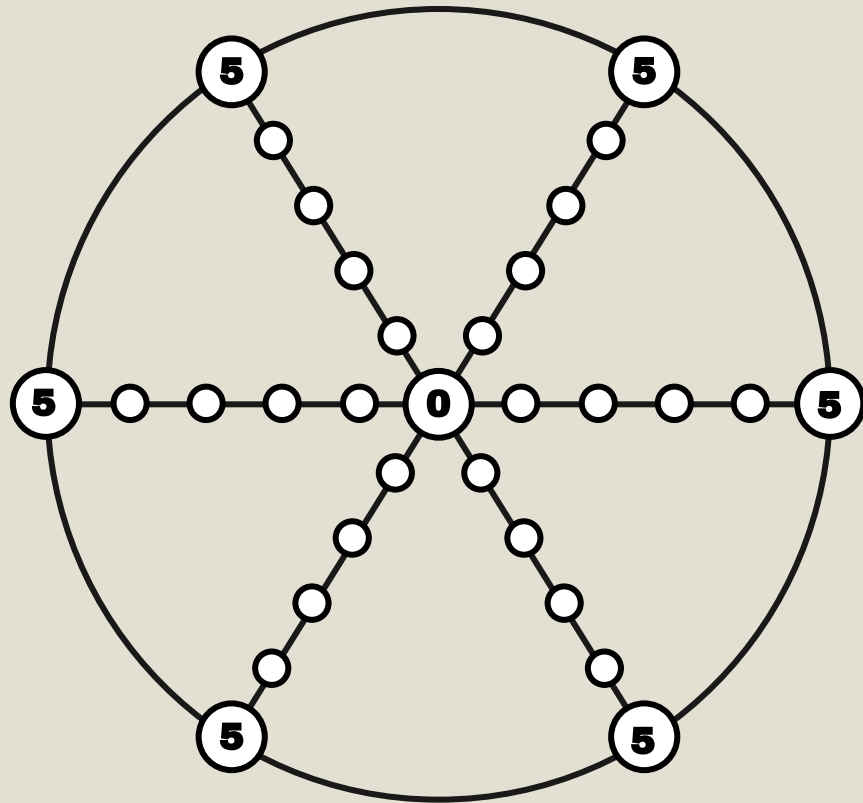
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10

seconds

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17

seconds

Curiosity

Community

Courage

Commitment

Concentration

Craft

6 C's of Creative Mindset

Six qualities, we already have that when nurtured and enhanced become enablers of creativity

MINDSET

Your mindset is the lens
through which you decode
the world...

By nurturing these 6 Cs you will be
nurturing your creativity and therefore
the way you decode, understand and
process the world around you.

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**Are you
ready?**



Curiosity

Community

Courage

Commitment

Concentration

Craft

**CREATIVE
MINDSET**

The 6 C's of a Creative Mindset

The New York Times

Opinion

'Izzy, Did You Ask a Good Question Today?'

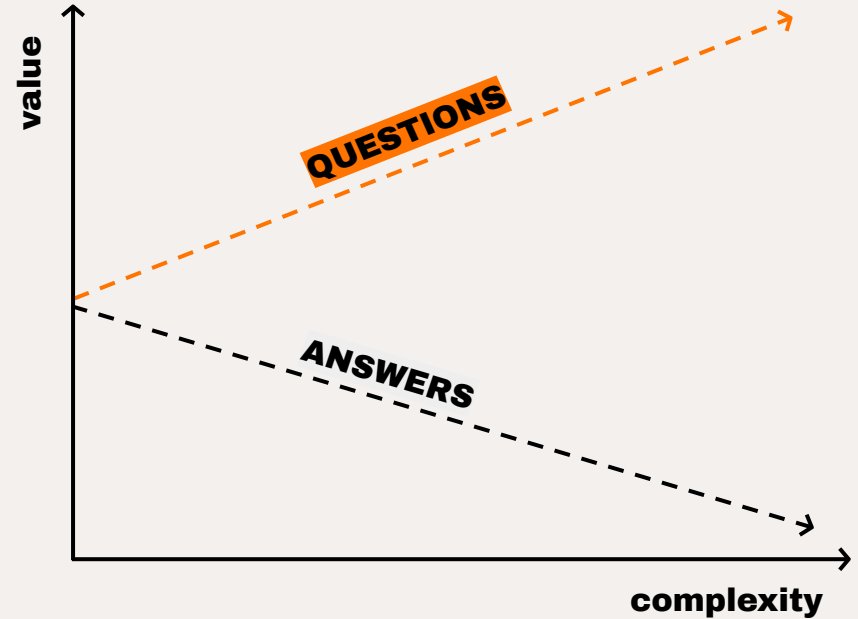
Jan. 19, 1988

“Why did you become a scientist, rather than a doctor or lawyer or businessman, like the other immigrant kids in your neighborhood?”



The power of beautiful questions

QUESTIONS OPEN
ANSWERS END A PROCESS



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... in which people tend to be aware of
and comfortable with their own
ignorance.

A NEW EQUATION OF VALUE

IGNORANCE

HOW IT DRIVES SCIENCE

STUART FIRESTEIN

"Deep and challenging and useful."

—SETH GODIN

"Thoughtful, provocative."

—DANIEL PINK



WARREN BERGER

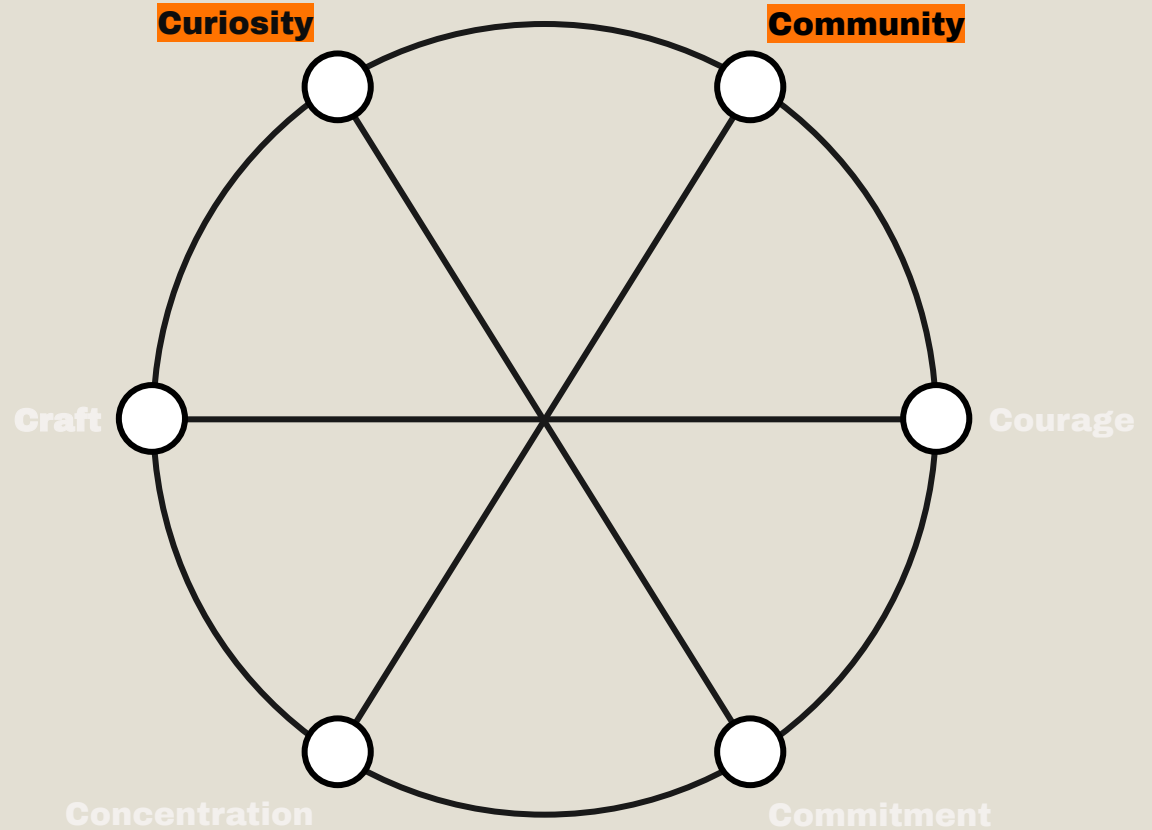
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Asking questions means

- Questioning the status quo
- Challenging authority
- Break paradigms
- Question systems & processes
- Inviting others to relinquish power

Why? Is this so?
What if?
How might we?

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From 1 to 5
assess your
curiosity
regarding
your creative
process.

Curiosity

Community

Courage

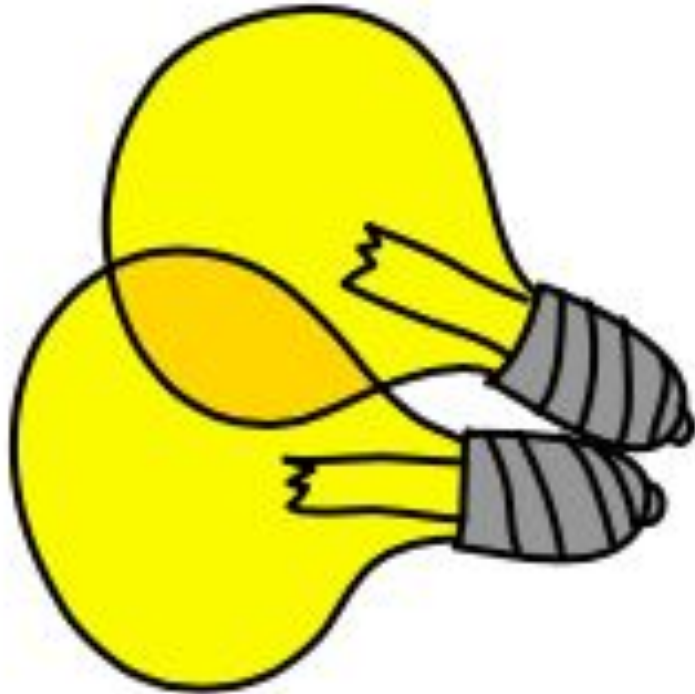
Commitment

Concentration

Craft

**CREATIVE
MINDSET**

The 6 C's of a Creative Mindset



Innovation is...
ideas having sex

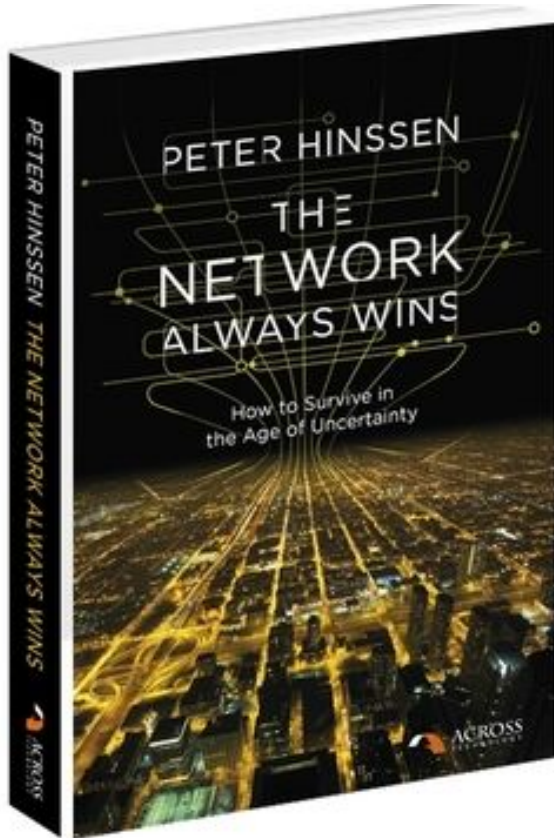
Matt Ridley



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The power of Networks

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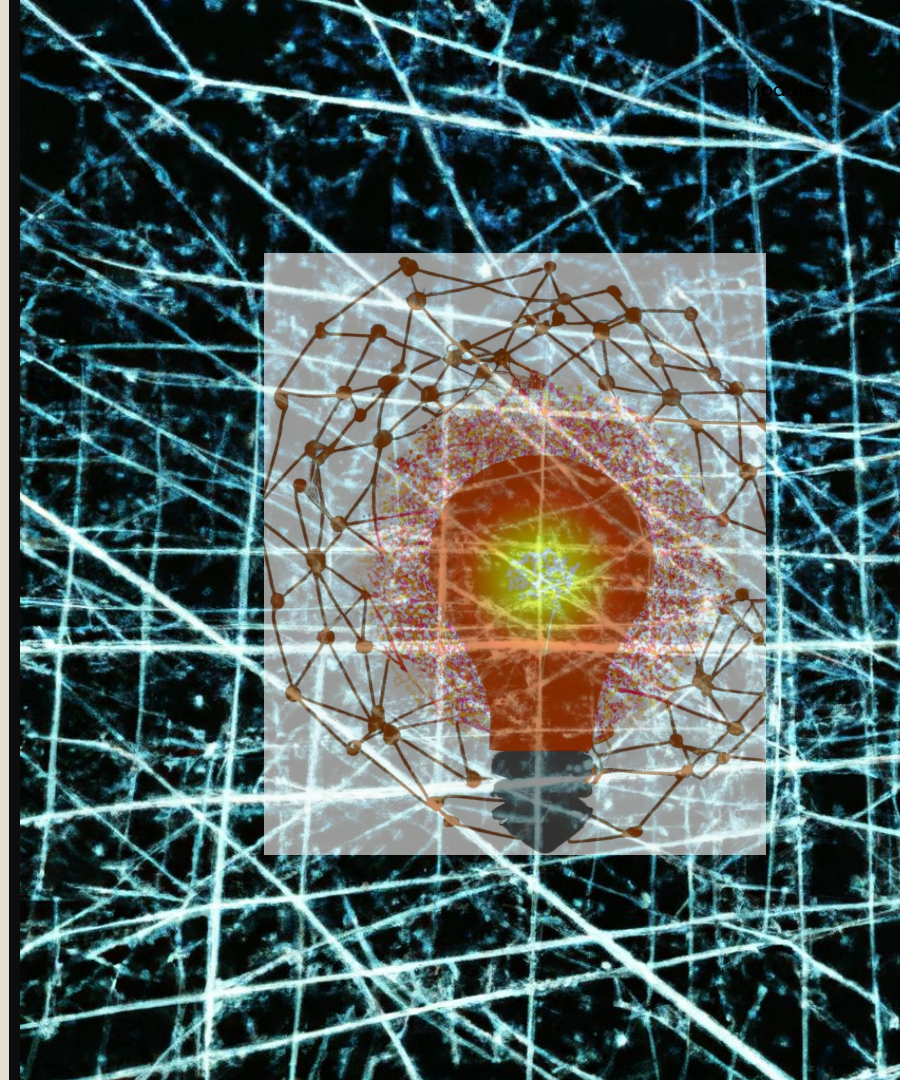
“

Innovation flows faster in a network than in a hierarchy. **Collective intelligence** and innovation are based on the multiplicity and diversity of the network.

“Just as your thoughts don't depend on a particular neuron, innovations, big or small, don't require heroic geniuses.

...innovations arise as an emergent consequence of the psychology of our species applied within our societies and social networks ”.

Michael Muthukrishna and Joseph Henrich.



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The power of Networks

COMMUNITY



Curiosity

Community

Courage

Commitment

Concentration

Craft

**CREATIVE
MINDSET**

The 6 C's of a Creative Mindset



**The most difficult thing is
the decision to act, the rest
is merely tenacity.**

Amelia Earhart



Courage is the most important of all the virtues, because without courage you can't practice any other virtue consistently.

Maya Angelou



Courage

**To ask questions
To experiment
To fail
To try**



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A woman with long dark hair, wearing a vibrant floral-patterned short-sleeved shirt, is crouching in a dimly lit, cluttered room. She is looking back over her right shoulder with a concerned or wary expression. The room is filled with cardboard boxes, some stacked high, and a large black trash bag is visible on the right. To the left, there is a white mesh screen or partition. The overall atmosphere is one of suspense or mystery.

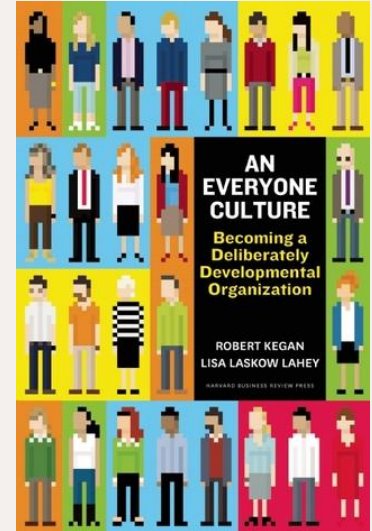
Courage Biggest Foe: Second Job

Second job

In an ordinary organization, most people are doing a second job no one is paying them for...

... spending time and energy protecting their reputation and trying to convince others that they are intelligent individuals.

65%



“

**Being deeply loved by
someone gives you strength
while loving someone
deeply gives you courage**

Lao Tzu

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100 MILLION DOLLARS

THE JOURNEY OF CREATIVE RISK-TAKING

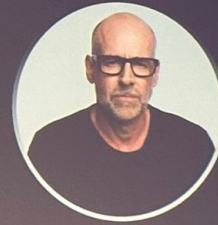
DOUG MARTIN



MELISSA WILDERMUTH



SCOTT GALLOWAY



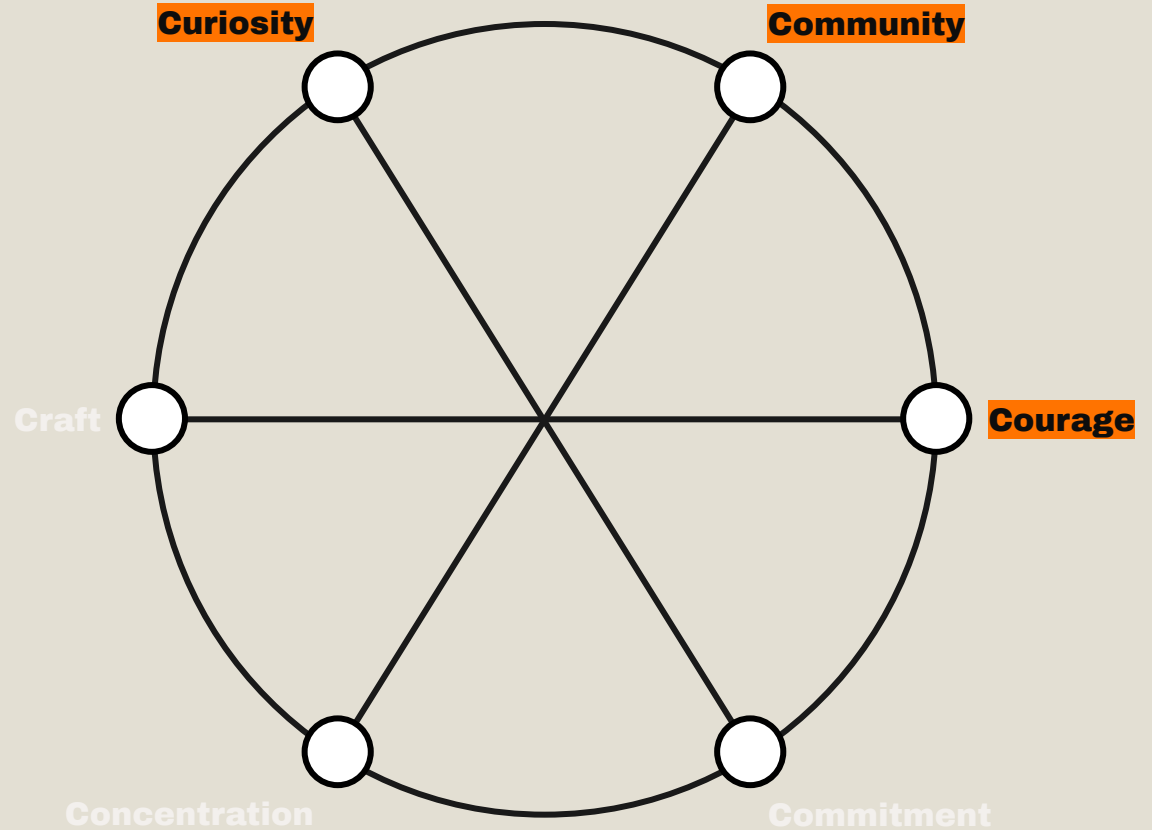
THIS IS YOUR MOMENT.



CONNECTIONS



HYPER ISLAND



From 1 to 5
assess your
courage
regarding
your creative
process.

Curiosity

Community

Courage

Commitment

Concentration

Craft

**CREATIVE
MINDSET**

The 6 C's of a Creative Mindset

**A word
after a word
after a word
is power.**

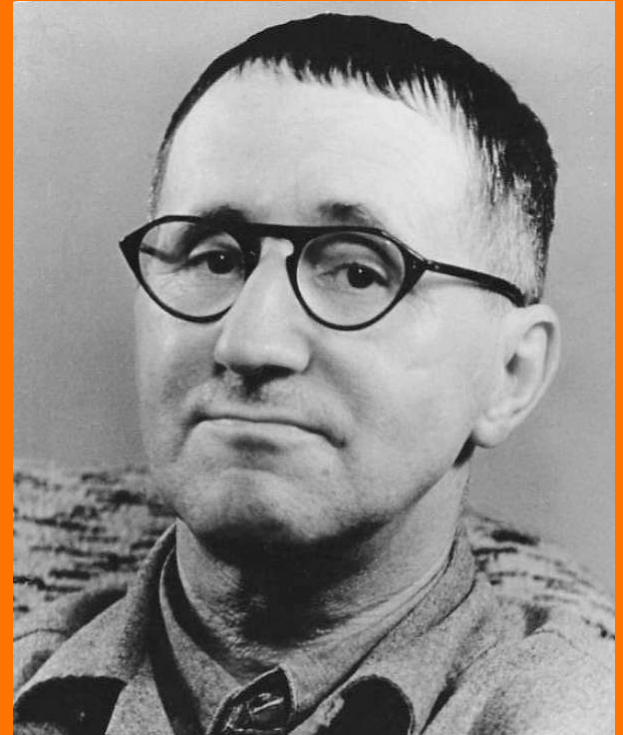
- Margaret Atwood



Commitment

“There are men that fight one day and are good, others fight one year and they're better, but there are the ones who fight their whole lives and those are the indispensable ones”

Bertolt Brecht



Commitment

“

Everybody has the same energy potential. The average person wastes his in a dozen little ways.

I bring mine to bear on one thing only: my paintings, and everything else is sacrificed to it... myself included.

Pablo Picasso



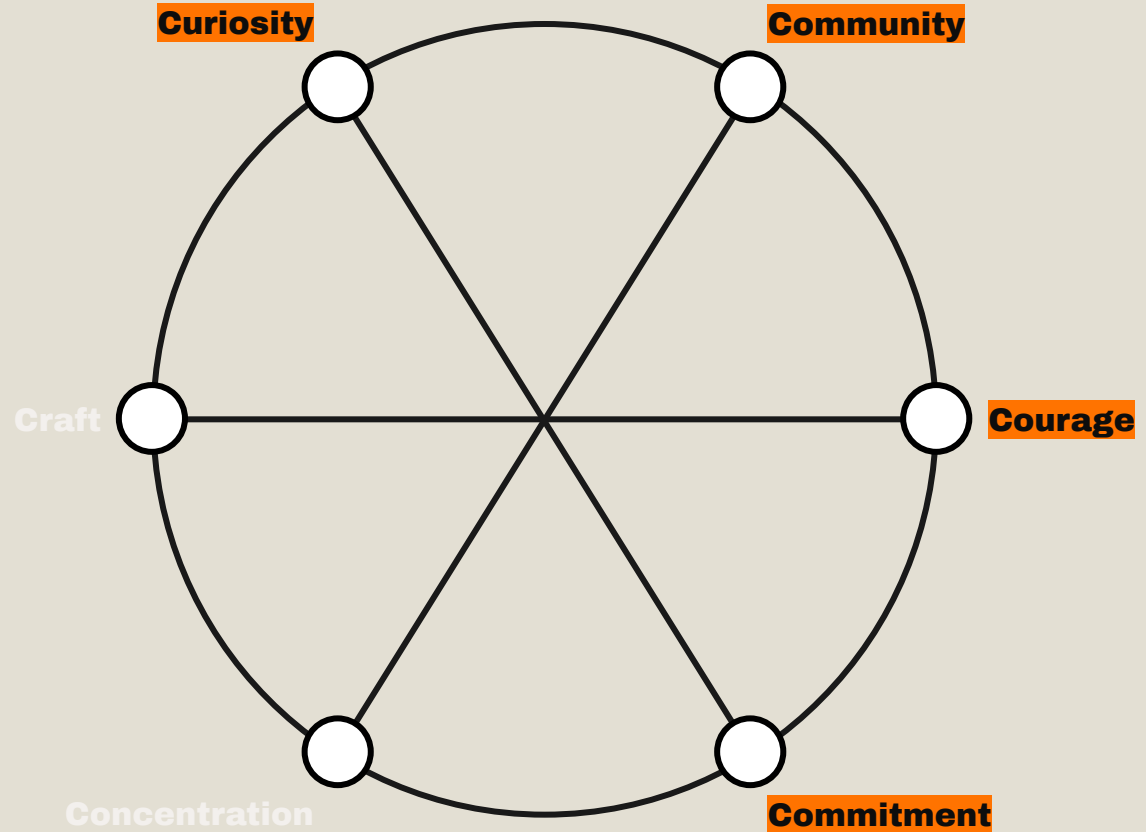
Commitment ... on entropy

**He who does not apply
new remedies must
expect new evils;
because time is the
greatest innovator.**

Sir Francis Bacon



HYPER ISLAND



From 1 to 5
assess your
commitment
regarding
your creative
process.

Curiosity

Community

Courage

Commitment

Concentration

Craft

**CREATIVE
MINDSET**

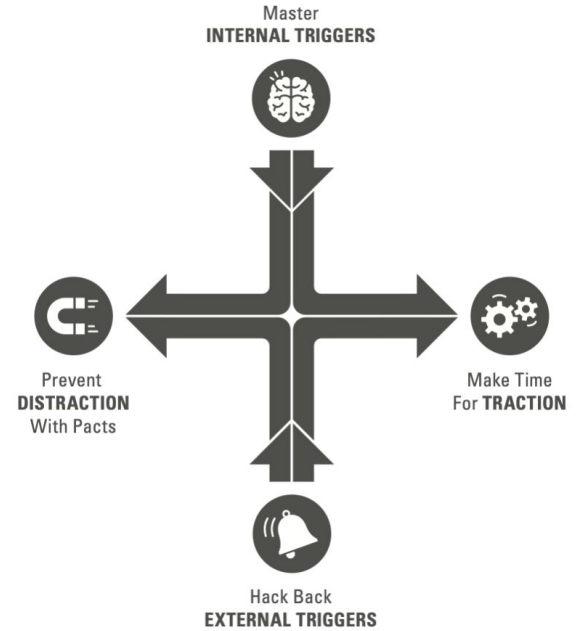
The 6 C's of a Creative Mindset

Concentration

How well do you tackle distractions?

How you define your space and time defines your ability to reduce distractions?

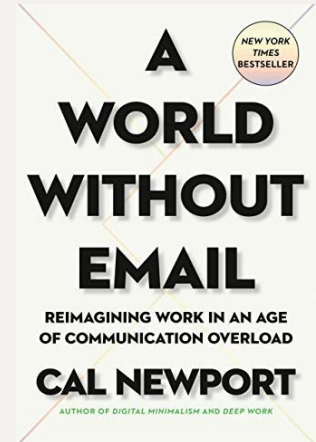
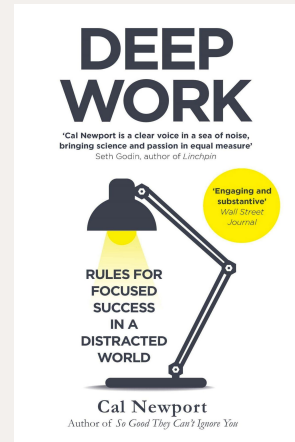
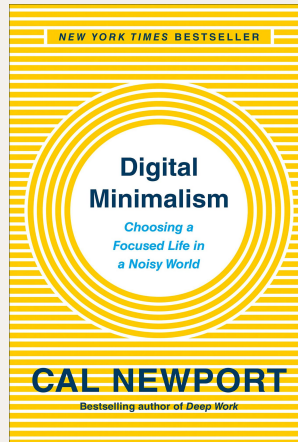
How to be Indistractable



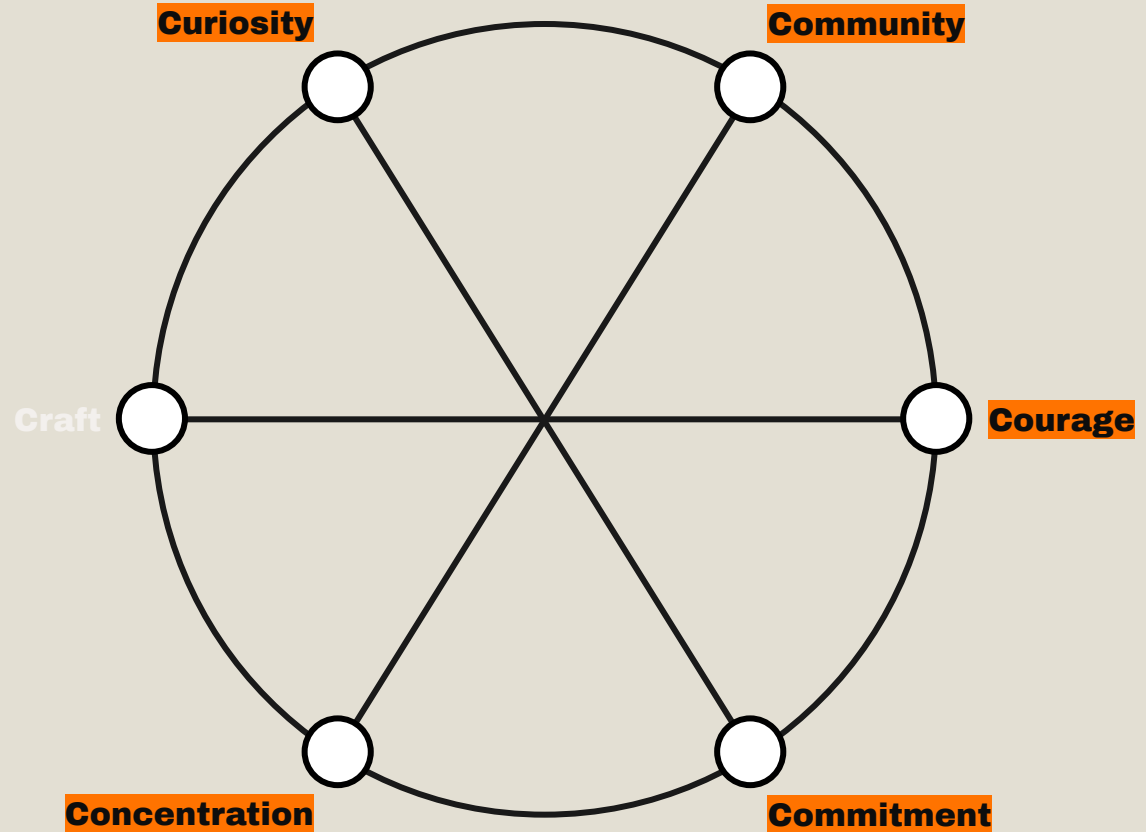
From "Indistractable" by Nir Eyal

Concentration

Empowering ourselves to be at the helm of our lives by deciding intentionally where and how to use our focus and attention in a noisy, unabating attention economy.



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From 1 to 5
assess your
concentration
regarding your
creative process.

Curiosity

Community

Courage

Commitment

Concentration

Craft

**CREATIVE
MINDSET**

The 6 C's of a Creative Mindset

Craft

The tangibility of your creativity.

Experiment with the material,
the people, your brain.



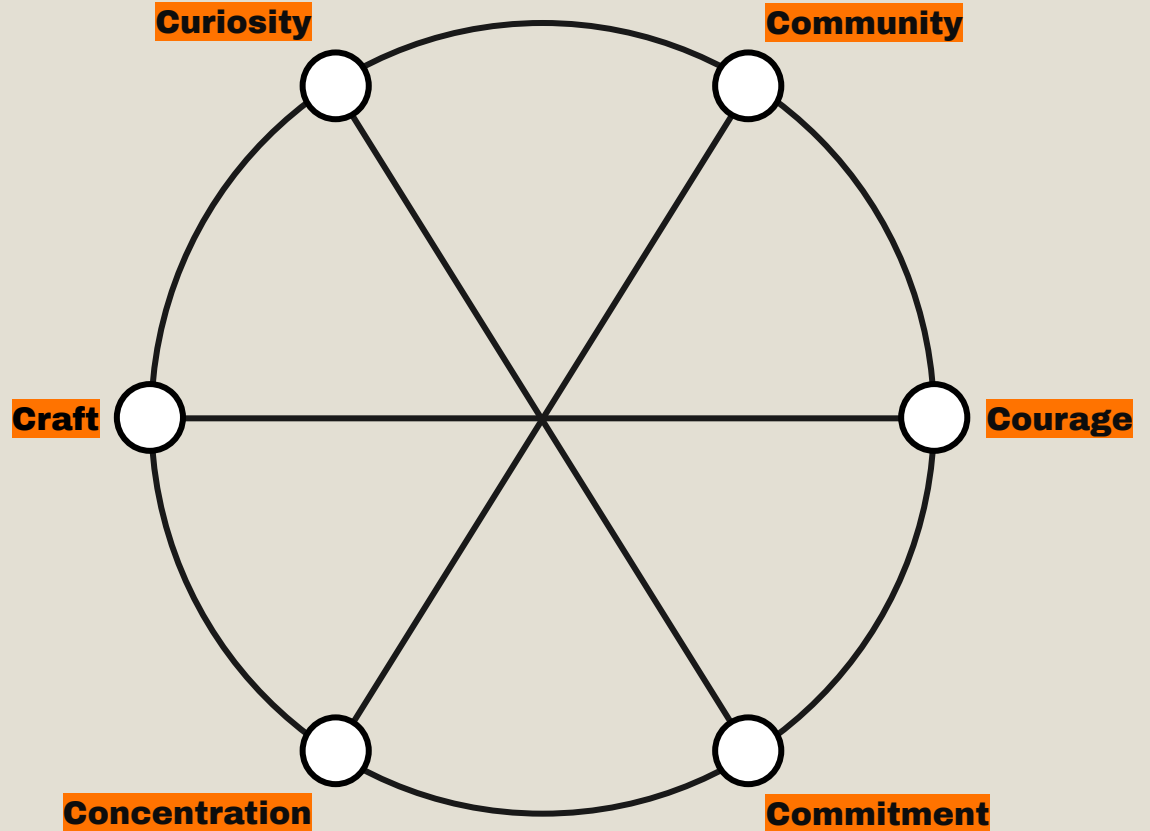
“

Craft is a way of doing things involving deliberateness and attention to detail and representing the accumulation of skill over time.

Miguel Gómez-Ibáñez

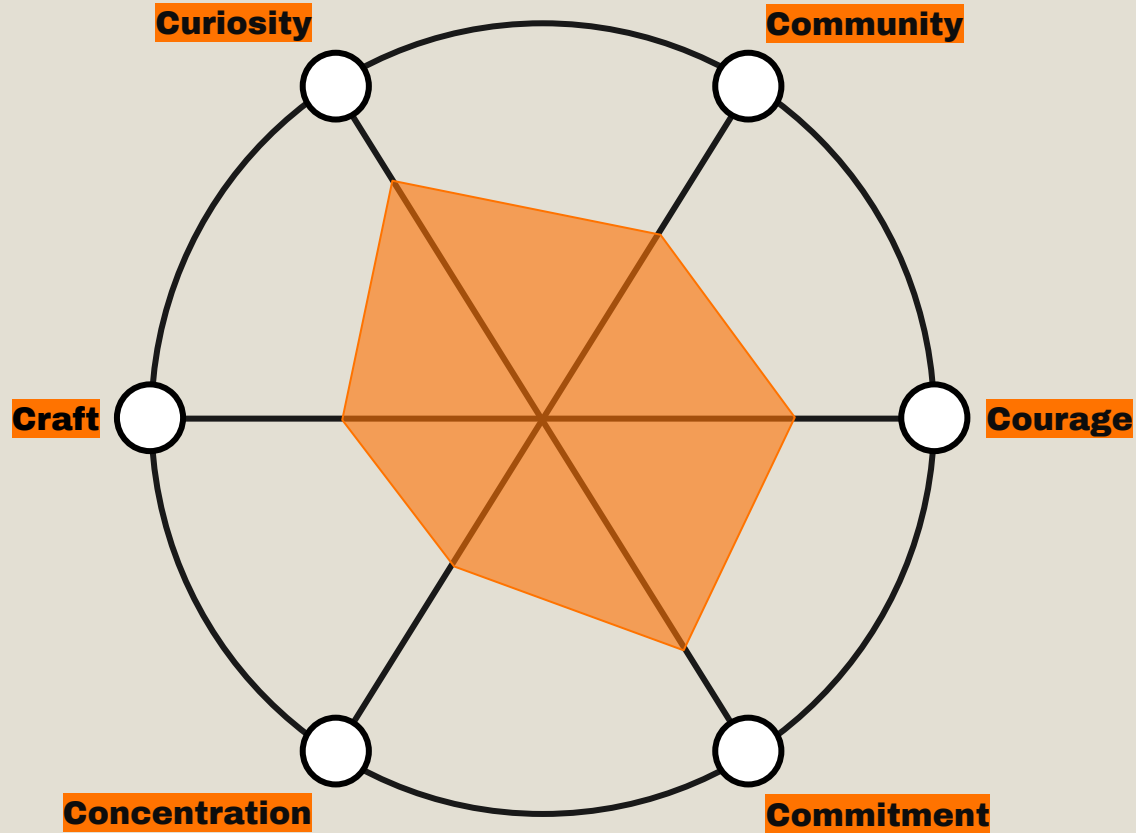


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From 1 to 5
assess your **craft**
regarding your
creative process.

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STEP 1

Done



Self Assessment

You performed step 1

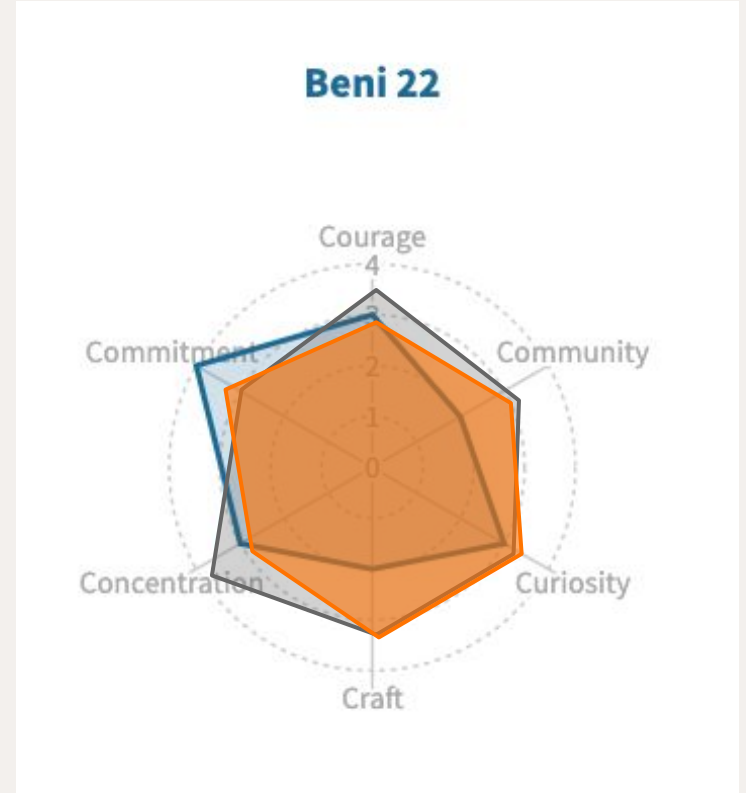
Beni 22



STEP 2

Calibration & Context

Ask friends or colleagues that know you well about the results. Check your different contexts. Reflect and finalize the calibration.



STEP 3

Define your ambition

After calibration, we'd like you to check your original diagram and make the necessary changes to achieve your goal.

Beni 22



Beni 23



STEP 4

Think about Rituals (inspiration from Toolkit and others)

Once you have your ideal version of the 6Cs, could you establish what rituals to follow to reach it?

Register the complete activity
and **share in Slack #module-2**
until the next live session.

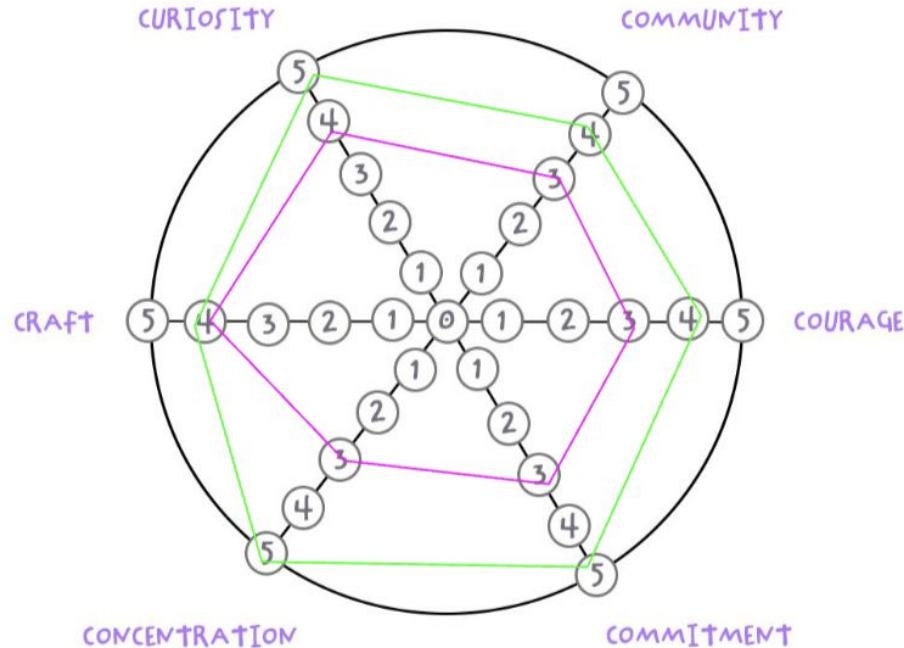


Rituals that will bring
you there!

Fight epistemic walls
and echo chambers
by discovering new
networks and talking
to strangers.

Where I want to be ●

● Current



Rituals that will bring me there

- Network more
- Use the Pomodoro more frequently
- Minimize distractions such as SoMe
- Work on presentation skills
- Journal more, draw more
- Stay present with the process

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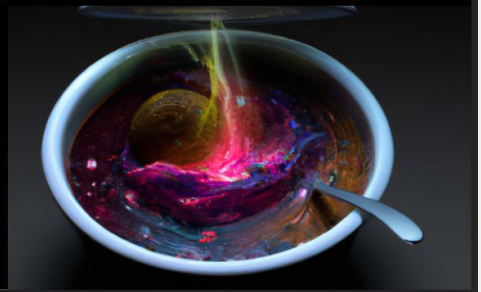
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Creative Thinking

Practice Cards

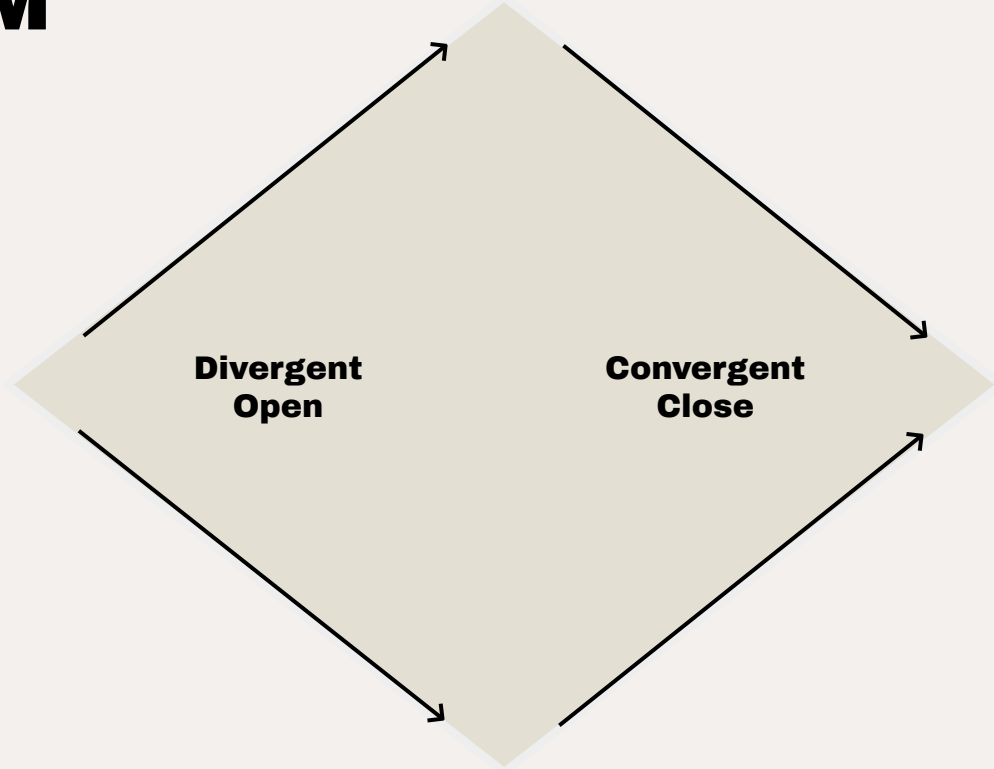
Illustrated by
Dall-e

**A method
and a
toolkit.**



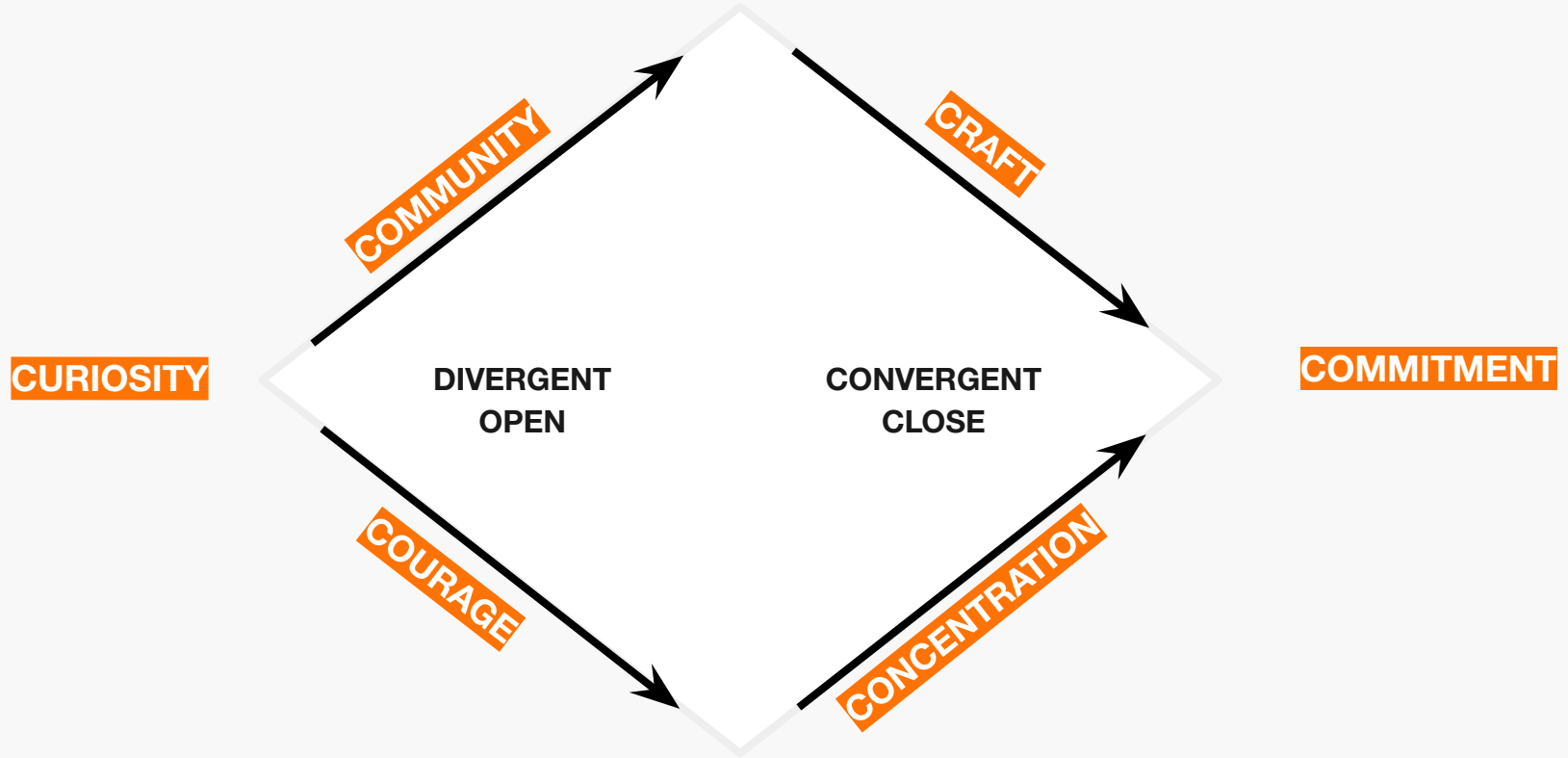
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**FINDINGS FROM
OUR JOURNEY
CREATIVITY IS
A DIAMOND**



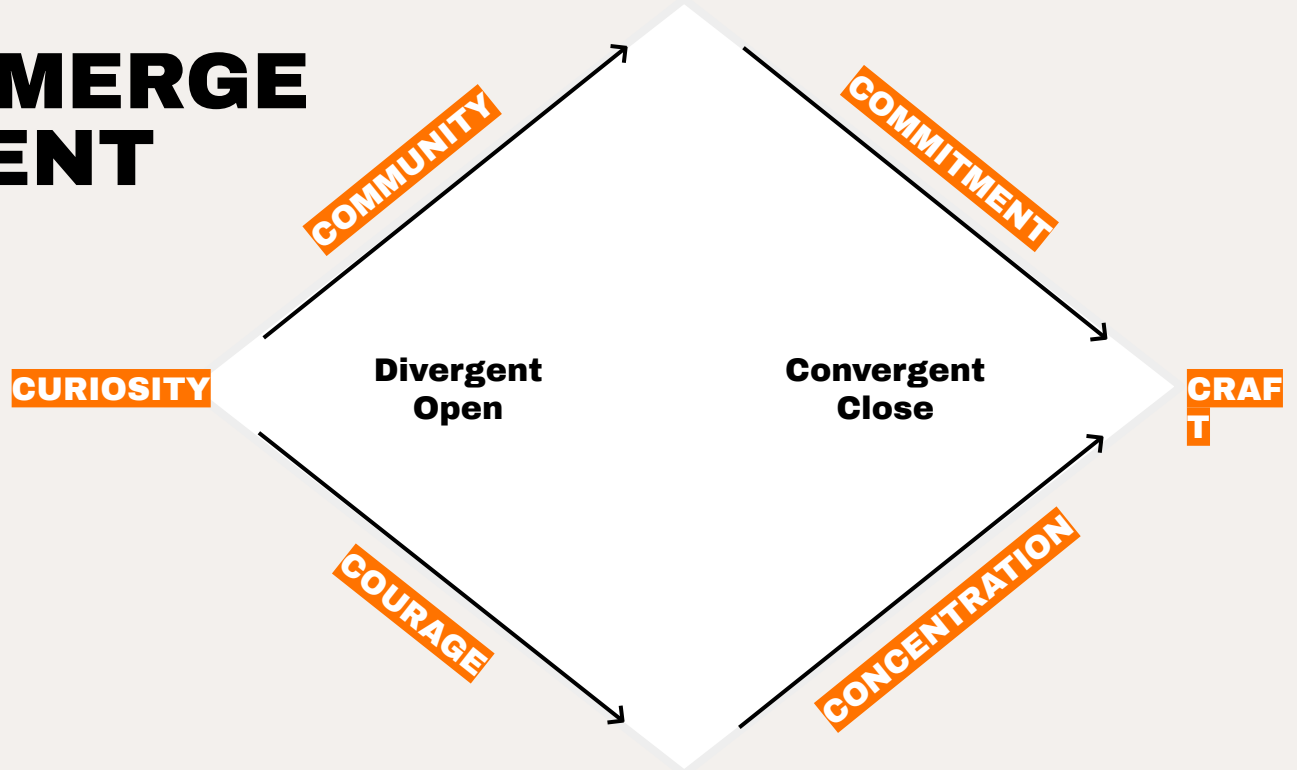
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THE META, ITS 6 VIRTUES AND A DIAMOND



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**DIFFERENT
VIRTUES EMERGE
AT DIFFERENT
MOMENTS**



6C and Creativity

Curiosity drives us to explore new ideas and possibilities. It is the spark that ignites creativity.

Community provides us with support and encouragement, which is essential for taking risks and trying new things. It also helps us to learn from others and to build on our collective knowledge.

Courage is necessary to overcome our fears and doubts, and to share our creative work with the world.

Commitment is required to see our creative projects through to completion. It also helps us to develop our skills and expertise over time.

Concentration is essential for focusing our attention on our creative work. It helps us to block out distractions and to stay in the flow.

Craft is the skill and knowledge that we need to create our work. It is developed through practice and experimentation.

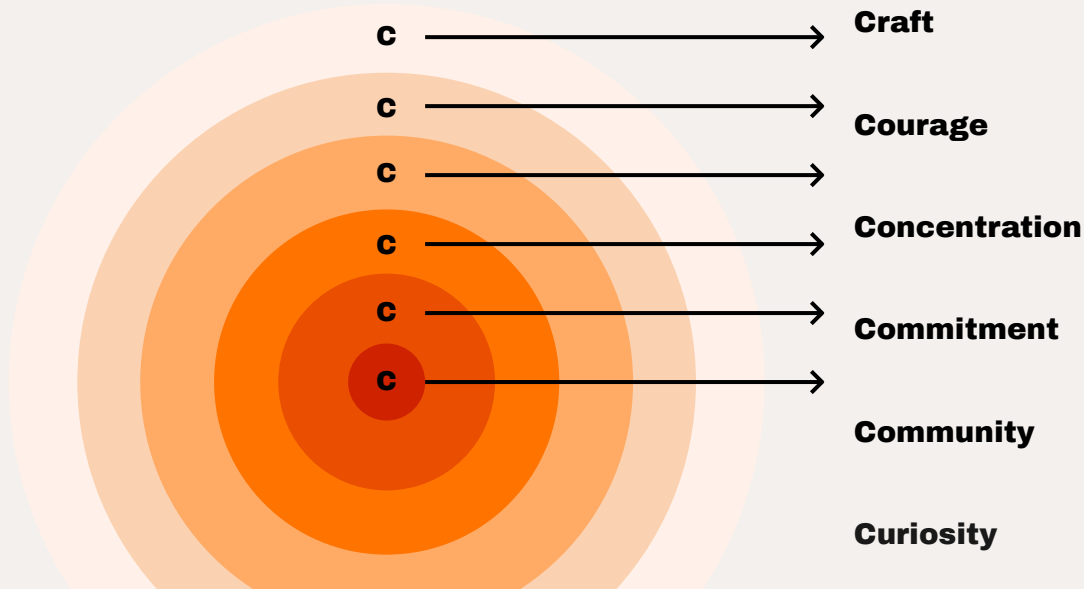
Goldilocks & Homeostasis

There is no benchmark,
you need to find the
combination right for you.

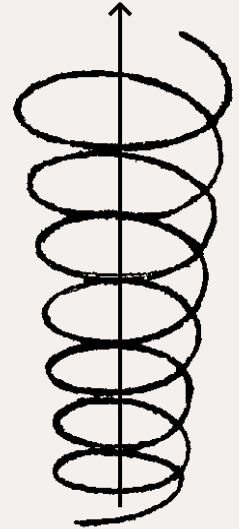


Superposition

Schrodinger's Cat



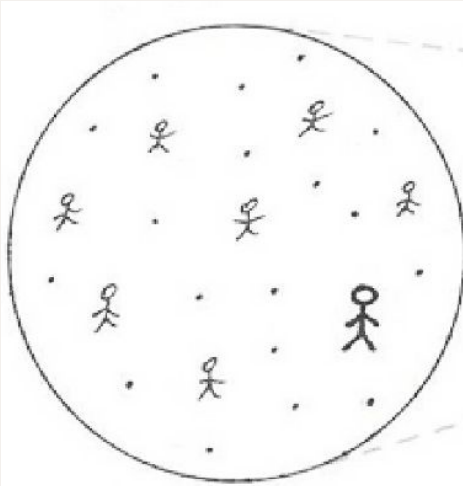
SUPERPOSITION



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THE SOCIALISED MIND

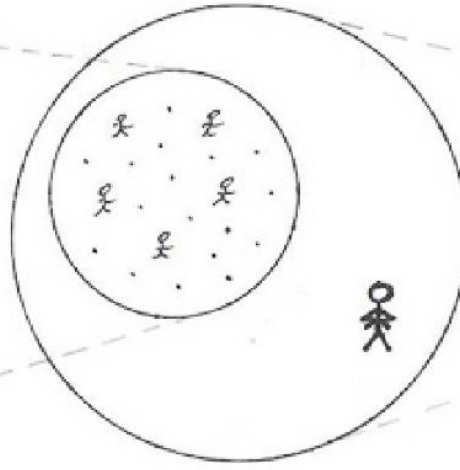
Stage 3 - 58% pop.



"I am my relationships,
I follow the rules"

THE SELF AUTHORIZING MIND

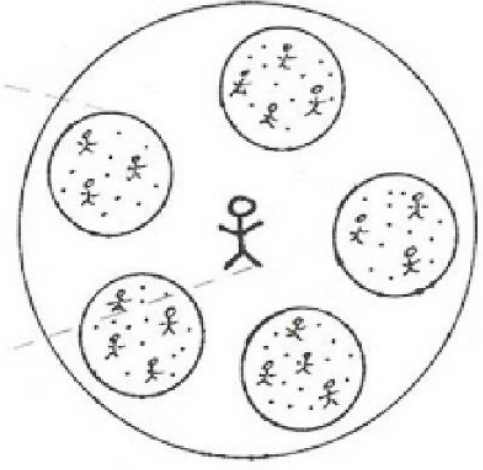
Stage 4 - 35% pop.



"I have an identity,
I make choices"

SELF TRANSFORMING MIND

Stage 5 - 1% pop.



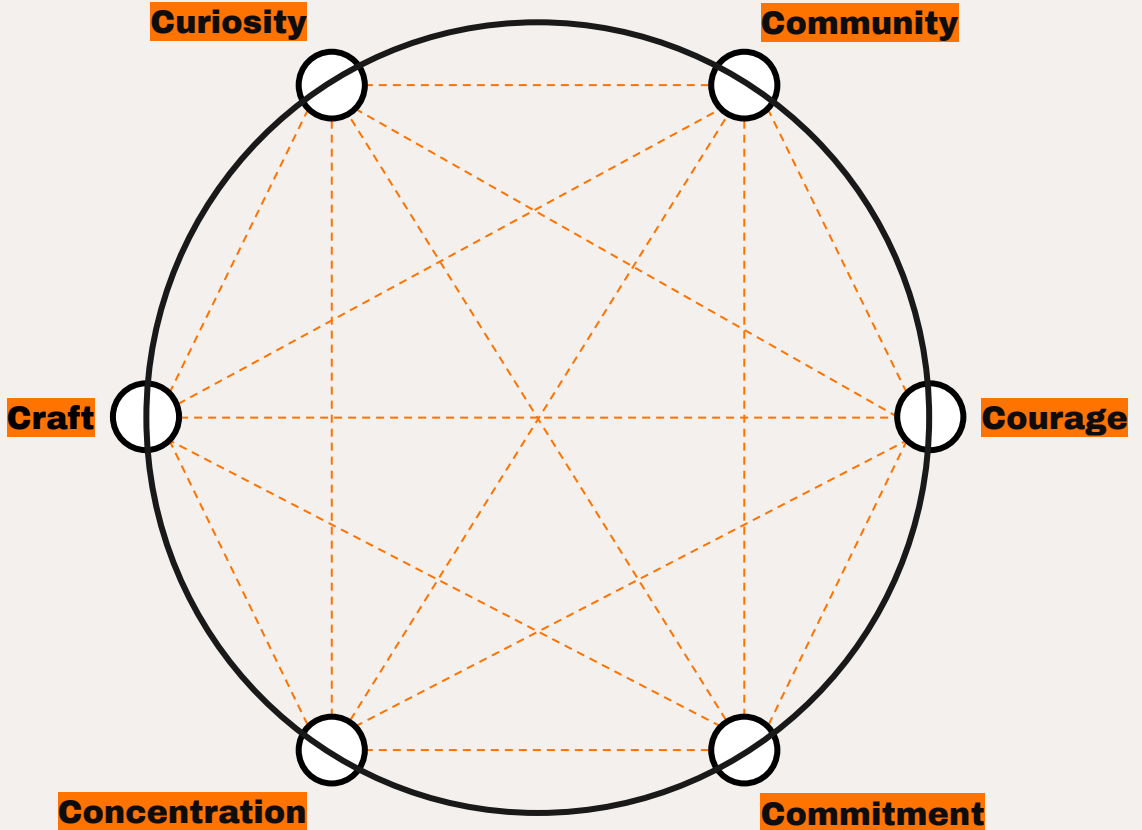
"I hold many identities,
I embrace paradox"

Excerpt: Constructive Development Theory - Robert Kegan "In Over our Heads"

**Entanglement
/Nonlocality**

**Systems
Thinking**

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Curiosity:

The desire to learn and explore, driven by a natural inclination to discover new knowledge and experiences.



Community:

A group of people who share common interests or goals, coming together for mutual support, interaction, and a sense of belonging.



Courage:

The strength to face uncertainty or engage in difficult or challenging tasks with bravery.



Commitment:

A strong will or unwavering promise to fulfill a specific goal, duty, or obligation.



Concentration:

The ability to focus your attention on one thing at a time, excluding distractions and maintaining a deep level of mental engagement.



Craft:

The skill of making things and experimenting with the material, artifacts or situations, and meticulous attention to detail.

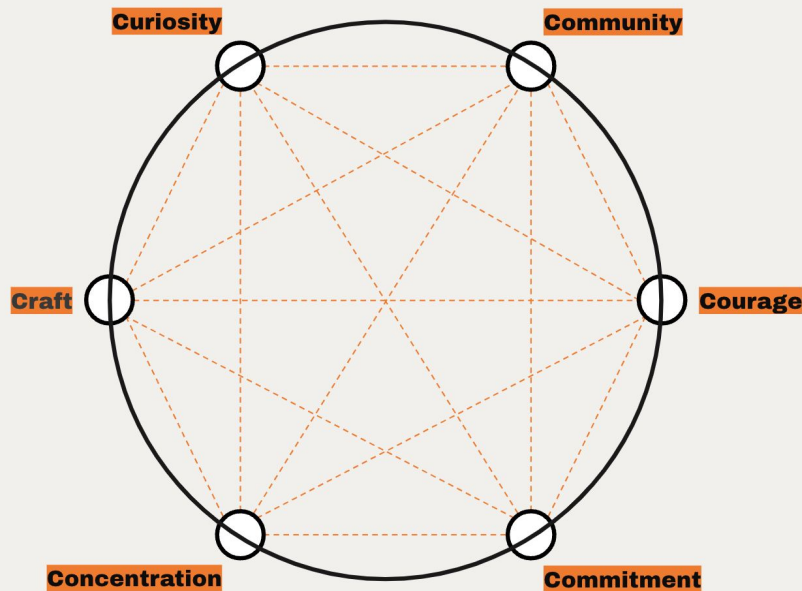
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Entanglement

CURIOSITY can lead us to discover **new communities** of creative people.

COMMUNITY can give us the **COURAGE** to share our work and to **COMMIT** to our creative projects.

CONCENTRATION can help us to **develop our craft**. And **CRAFT** can help us to **create more original and innovative work**.



Entanglement

Curiosity: A curious person is more likely to ask questions, explore new ideas, and experiment with different approaches. This can lead to more creative and innovative outcomes.

Community: A supportive community can provide feedback and encouragement, which can help creators to develop their skills and confidence. It can also offer a sense of belonging and connection, which can be important for creativity to thrive.

Courage: It takes courage to share your creative work with the world, especially if it is something new and different. Courage is also needed to overcome setbacks and to keep creating, even when things are tough.

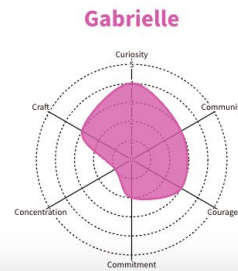
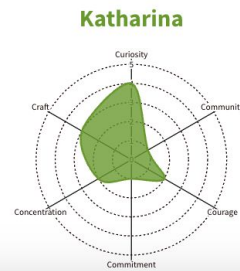
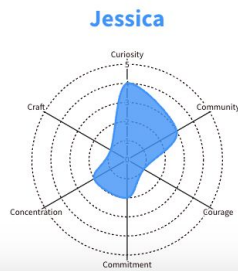
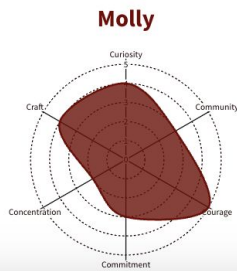
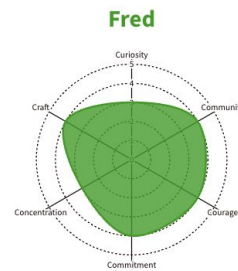
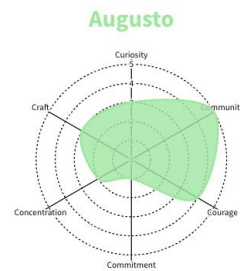
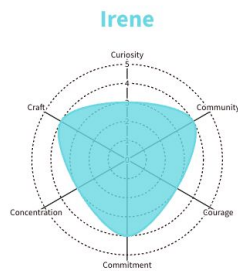
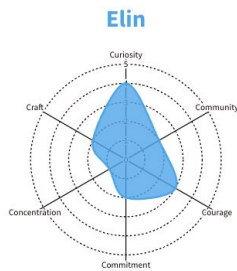
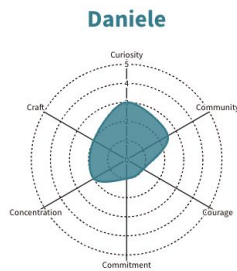
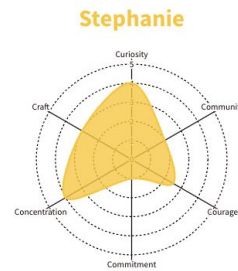
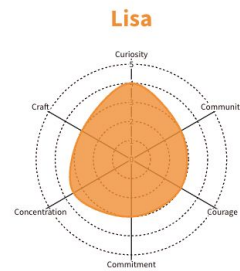
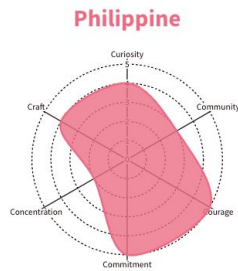
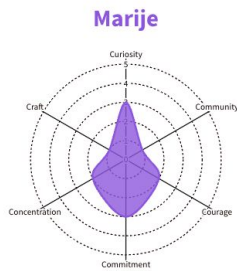
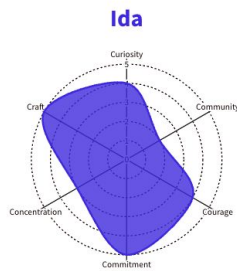
Commitment: Creative projects often take time and effort to complete. Commitment is essential for staying focused and motivated, even when things get challenging.

Concentration: Creativity requires deep concentration and focus. This ability to tune out distractions and immerse yourself in your work is essential for producing high-quality creative output.

Craft: Creative work is often the product of skilled craftsmanship. Developing your craft requires practice, dedication, and a willingness to learn from others.

Creativity Map

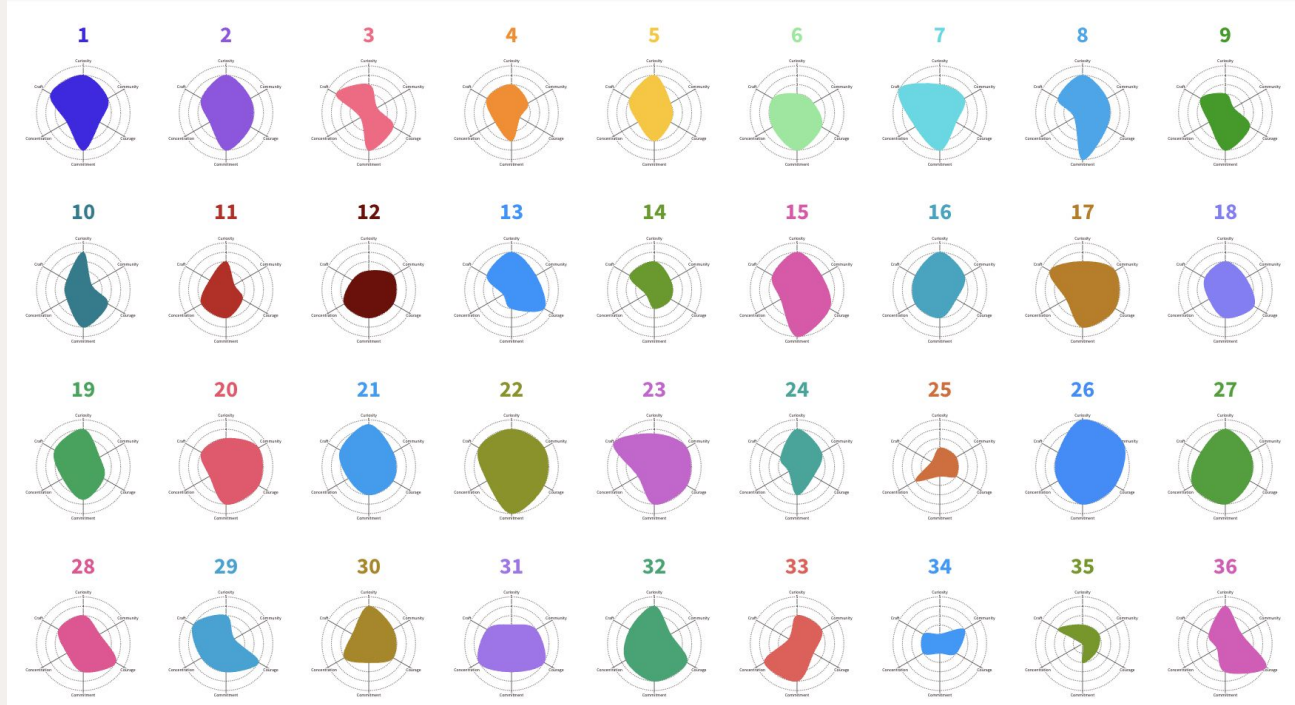
HYPER ISLAND



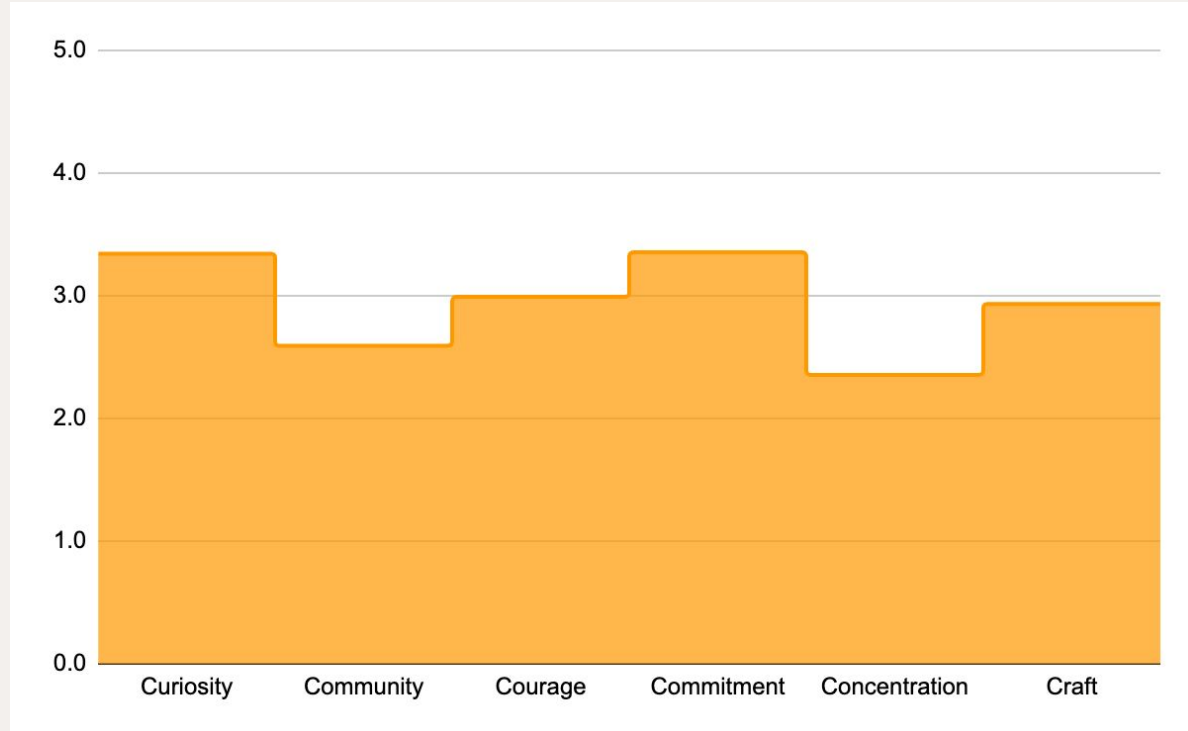
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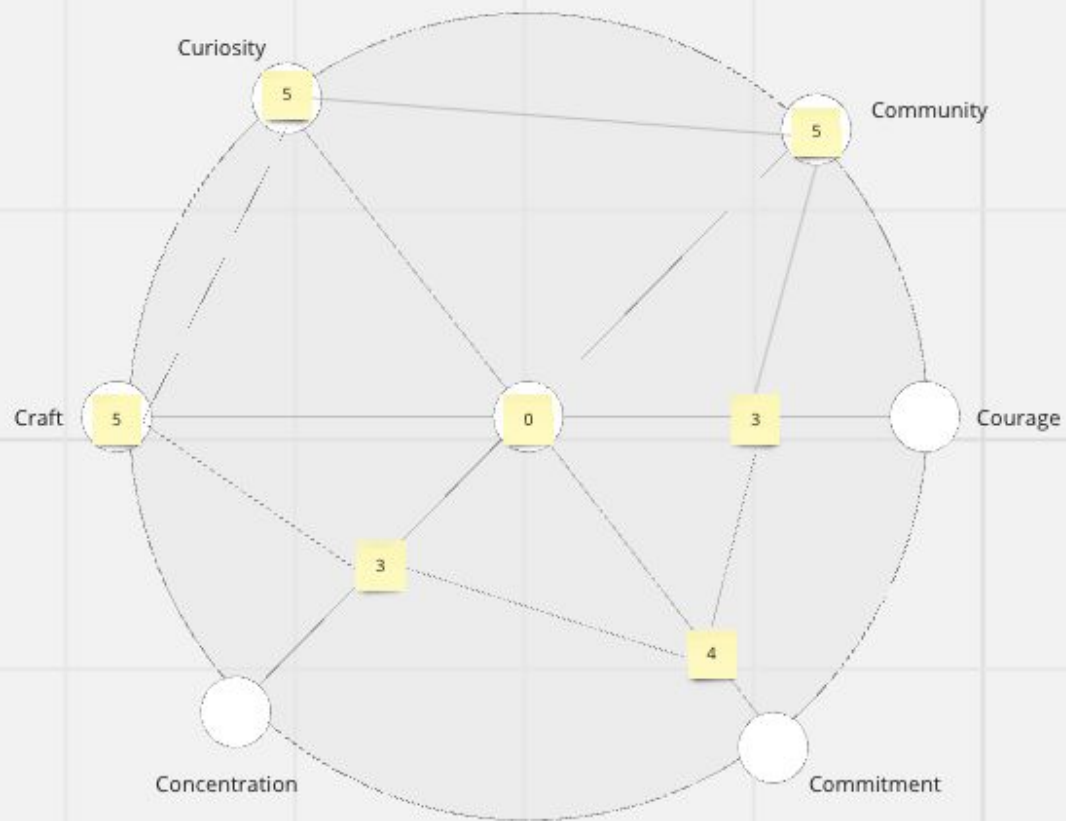
Team Design

CREATIVITY MAP




World wide results





CHECK OUT

HYPER ISLAND

A group of five young people with curly hair, smiling and clapping, outdoors. They are wearing casual clothing, including a white shirt with a red vest and a dark vest over a light shirt. The background is a blurred outdoor setting with greenery.

HYPER ISLAND

**Check out with what
most resonated with
you from doing the 6C
activity**