

CURIOSITY

Below are excerpts from the syllabus. Students are provided with a number of different exercises that enable them to pay attention to things that they are not usually paying attention to. For example, they keep a record of their impressions involving a different sense every day for 5 days. They research the ideal creative organization or they suggest what that organization might be. They wander the campus in teams looking at all the buildings; studying architecture and the subjects taught in the different buildings. They then suggest what buildings and subjects might be combined to create a new course. They also use the founder of Soka schools, Daisaku Ikeda's anti nuclear weapons proposal as a backdrop for developing strategies to get rid of nuclear weapons in the world. They use Edward Debono's thinking hat technique to come up with solutions.

Students are required to read a book from the list at the end of the syllabus, summarize it and write a POV re how the book relates to developing advertising strategy. At the end of the term, students work in teams to present something that they were incredibly curious about. They learn that that is what they will do for a brand if they are a strategist in an ad agency.

Students leave the class far more inquisitive than when they started and they learn that curiosity is the basis of great planning.

CURIOSITY FOR STRATEGISTS

Required book; "The PRACTICAL POCKET GUIDE TO ACCOUNT PLANNING"
By Chris Kocek

Curiosity is common to **human** beings of all ages; from **infancy** to **old age**, and is easy to observe in many other **animal** species as well.

The purpose of this class is to foster a new appreciation of being curious which can lead us to becoming better creative strategists.

"Creative thinking begins with great questions, not answers. Great creative thinkers stay with the question instead of rushing to find an immediate solution. They ask more questions than the average person and are comfortable in the often uncomfortable situation of not immediately having the answer", (Elaine Duton, *The Seeds of Innovation: Cultivating the Synergy That Fosters New Ideas*).

"Curiosity, we are told, killed the cat. Of course, what nobody ever told us is that curiosity did no such thing. If anything killed the cat, it was not curiosity it was not being curious *enough*. How do you create something without asking questions? What if we did this? What if we tried that? And yet year after year, we get the creative daylights beaten out of us until one day we actually come to believe we don't have a creative bone in our body. We have a creative bone alright. We have a lot of creative bones. Most of us just don't know it." (Ernie Schenck, *The Houdini Solution*).

It appears that the phrase ‘curiosity killed the cat’ was first penned by Samuel Johnson in 1598 his play “A man and his humor”. One year later, William Shakespeare used a similar sentence in the play “Much Ado About Nothing”. This idea has been in our collective consciousness for some time. So what is it that scares people about being curious and why would anyone want to stifle it?

Leonardo daVinci (the inventor of the mind map) had 7 points that he used to help him think and create. The first of those points he listed as Curiosita or an insatiably curious approach to life and an unrelenting quest for continuous learning.

OBJECTIVES FOR THE CLASS

- Each student should develop skills for developing advertising strategy that go beyond the usual linear thought process.
- Each student should be able to develop a deeper sense of curiosity about their surroundings, their patterns of learning and the value of constantly deepening their sense of curiosity.
- Each student should learn through a series of exercises how to make combinations of patterns, things and concepts that we see all the time but rarely think of combining.

SUGGESTED BOOKS (in no particular order)

Truth Lies and Advertising Jon Steele (I highly recommend that at some point you all read this book)

Predictably Irrational Dan Ariely

The (Honest) Truth About Dishonesty Dan Ariely

How to Think Like Leonardo da Vinci Michael Gelb

Drive Daniel Pink

Fascinate Sally Hogshead

Herd: How to Change Mass Behavior... Mark Earls

Switch	Dan & Chip Heath
Different	Young MeMoon
Joys and Sorrows of Work	DeBotton
Decarte's Error	Demassio
How Brands Become Icons	Douglas Holt
What the Dog Saw	Malcolm Gladwell
Blink	Gladwell
Brand New Brand Thinking	Baskin & Earls
Master Class in Brand Planning	Baskin
The Invisible Gorilla	Chabris & Simons
Sway	Ori & Rom Brafman
Cognitive Surplus	Clay Shirkey
Here Comes Everyone	Clay Shirkey
Brand Thinking	Millman
Cultural Strategy	Holt
Eating the Big Fish	Adam Morgan
We First	Simon Mainwaring
The Power of Habit	Charles Duhigg