

# THE JORDAN HARBINGER SHOW

## Worksheet for Allen Gannett | Navigating the Creative Curve (Episode 67)

Contrary to what many people believe, the spark of creativity is not something with which a person is intrinsically endowed at birth. There are recurring patterns showing us that creativity can be developed; if you are willing to do the work you can get there, but it may be a difficult journey.

Our guest for [episode 67](#) is TrackMaven Founder and CEO Allen Gannett, the author of the new book [\*The Creative Curve: How To Develop The Right Idea. At The Right Time.\*](#) Allen and I discuss the impact of creative communities, why most creatives spend 20% of their time creating dots to connect, and why active, deliberate practice will beat the 10,000 hour rule.

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## The Lab Partner Wars

To illustrate how the right and left hemispheres of the brain work together for creative purposes, Allen describes the difference between having a loud lab partner and having a quiet lab partner. The loud lab partner (the left hemisphere) is the one who talks the entire time and lets everybody know how the team is progressing. When a solution is found, this lab partner gets even louder. The quiet lab partner works by him or herself and is only heard when he/she has found a solution. Our creativity shines when this loud lab partner is subdued and the quiet partner has an opportunity to mull over and explore ideas in the solitude of silence.

**What are your best moments of quiet? What ideas are you thinking about when it is quiet? Which tools help you get to this space? Set a goal to find 30 minutes of quiet each day for the next seven days and simply run over ideas in your mind. Silence the loud lab partner and journal at the end of each session.**

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## We Talkin' About Practice

In my discussion with Allen, we talk about Malcolm Gladwell's popular notion that it takes 10,000 hours to develop world-class talent in a particular field. In some areas like digit memorization it could only take 400 hours, but becoming a concert pianist could mean 25,000+ hours. The key is deliberate, purposeful practice instead of regular, rote practice. Creatives spend about 20 percent of their time going very deep and very niche in their subject, studying the structure instead of just consuming the content.

**Which subject excites you to the point you are willing to commit 20 percent of your time to study and practice? Into which subject would you like to do a deep dive? Write these answers down and go back and listen to [my deep dive episodes with Gabe Mizrahi](#). Gabe knows his subject so well; how can you understand your area this well?**

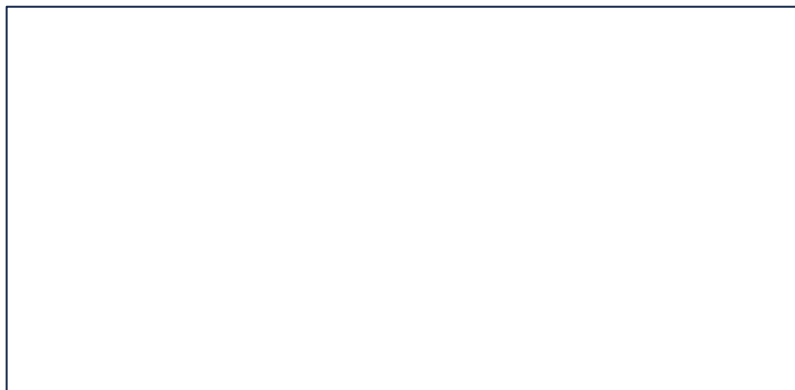
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## Dot-to-Dot

One of the ideas that Allen talks to me about is not just connecting the dots but actually creating the dots to connect. All of the best ideas are not dramatically new, but are the ones that combine the familiar with the new. It is a balance we face in ourselves -- we are fearful of things that are unfamiliar, but we have an urge to pursue the novel. The creatives are the ones who are obsessively curious about combining the fringe with the establishment. To create great jazz, you have to know the rules to break the rules.

**How many dots do you have to connect? If you don't have many how will you create more? Do you feel like you know the rules well enough to break them intentionally? Find a blank sheet of paper and create the dots in your area. Don't connect them, just create them. Now see what you are missing and go in that direction.**



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## 1600 Vine, Hollywood

One of the last things Allen and I discuss is the idea of creative communities -- physical locations where people have face-to-face interaction with others who are in their field. Allen mentions an apartment building in Hollywood (1600 Vine) where many Vine and YouTube stars moved in 2014 and built on the energy of each other to shape a community that supported their creative content. Other cities around the globe support different communities where you can share a drink with someone who is working on the same things you are.

**Which world city is the best place for what you do? Have you visited that area? Have you considered moving there to develop your craft? There is something about being in the heart of a creative movement that cannot be experienced over Twitter or Skype. Write down your plans to at least visit this area for one week and set up meetings with people who reside there. Send me a message about what you learned and how you felt during this experience.**

*Full show notes and resources for this episode [can be found here.](#)*

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## About



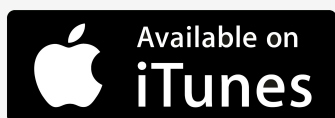
Join Jordan Harbinger (critically acclaimed host, formerly of The Art of Charm) as we get deep into the untapped wisdom of the world's top performers -- from legendary musicians to intelligence operatives, iconoclastic writers to visionary change-makers.

We deconstruct the playbooks of the most successful people on earth -- and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these insights into your own life and live what you listen.

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