

KNOW HOW I DID IT SO YOU CAN DO IT TOO

How thinking outside the box and
collaborate beyond borders can help you
reach your goals as a creative

By Tom Hugo

HOW I DIT IT

TOM HUGO (42, Norway)



- Multi-platinum recording artist/singer
- Multiple #1 hit songwriter/producer
- Manager/ Head of record label

SoMe: @tomhugo

MY WAY TO SUCCESS

- LONG..

- WINDING..

- NOT HOW I PLANNED IT..

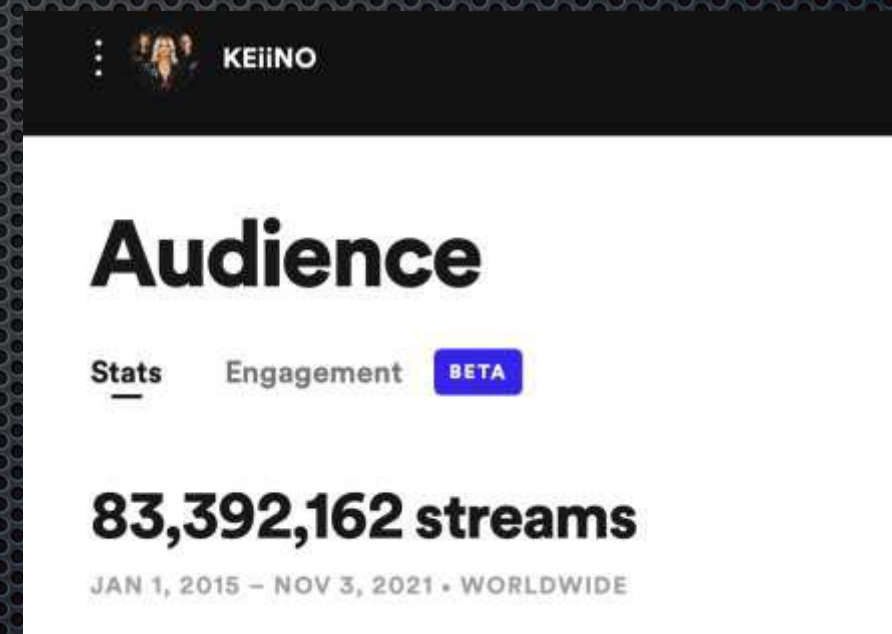


<https://youtu.be/Clfp1wiAHeE>



<https://youtu.be/Ovt7YGHaj8I>

<https://youtu.be/jQaiarjof2k>



HOW YOU CAN DO IT

- SKILL UP!
- TEAM UP!
- ADJUST!

SKILL UP!

- Learn a bit about all aspects of your career
 - Writing grants, budget, marketing
- Learn the «language» of the people you work with.
 - terminology, language, scoring

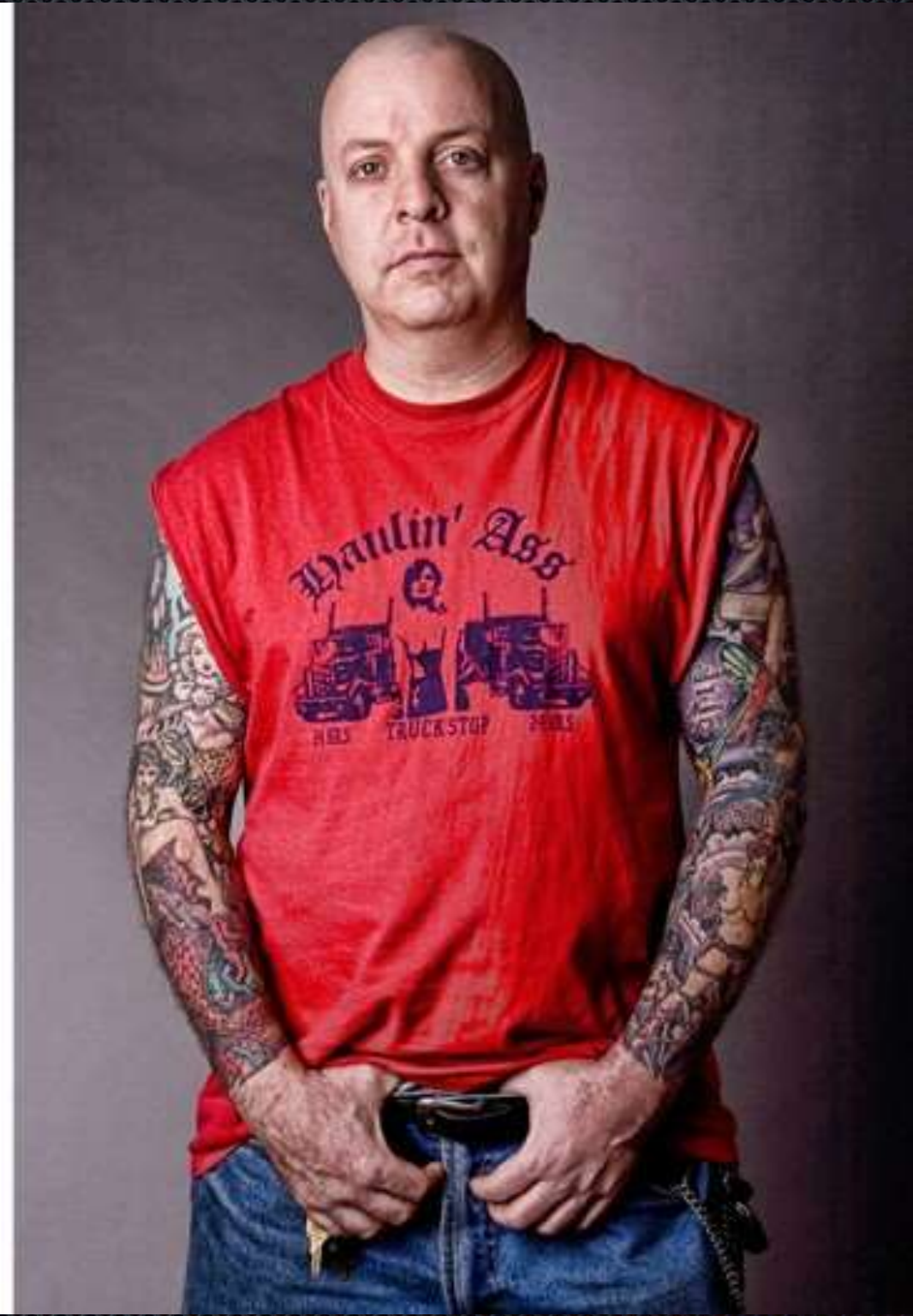
- Know your audience
 - History/ Folklore
 - Language
 - What have been successful in the past
- Know the pop-culture (fashion, arts, movies, music)
 - Whats HOT right now?
 - Look back/ think ahead, don't make an exact copy.

Adapt / Adjust

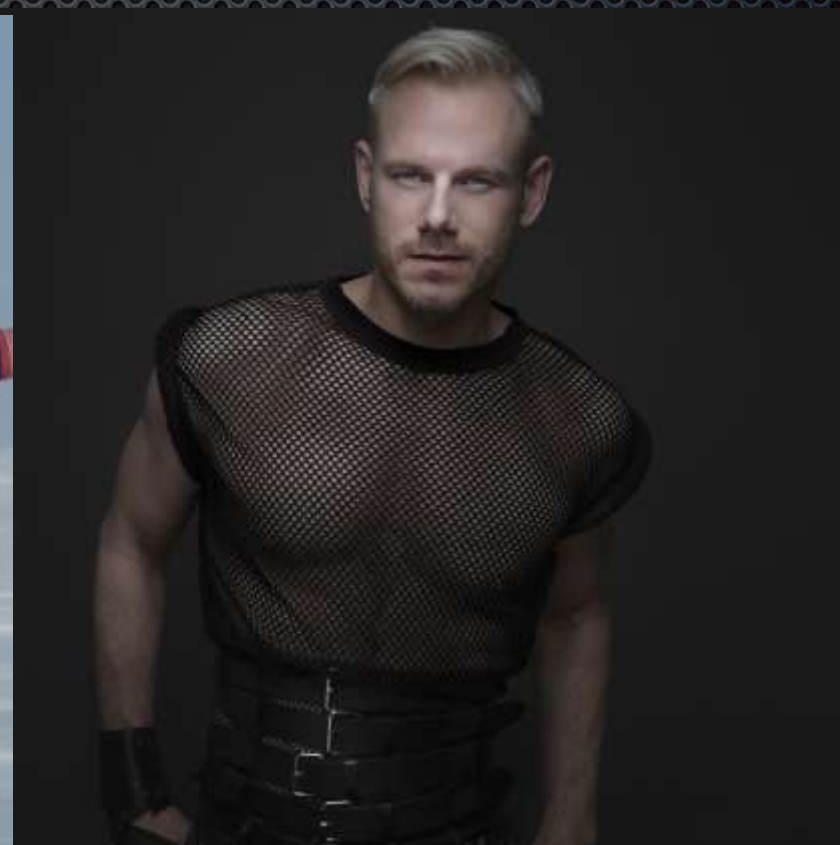
*«Know your destination,
but adjust the route»*



Been on earth +60 million years..







As a creative, it's your purpose in
life to think outside the box, step
off the highway and create new
paths

Think outside the box!

- best ideas are not forced
- Balance work and inspiration
- Travel, do weird or crazy stuff
- Challenge yourself to do learn new skills not directly related to your work

FIND «YOURSELF»

- Find what's special about you
- Create a persona or keep it real?
- In any case... be honest with yourself!

TEAM UP!

- Collaborate with other creatives
- 2 heads think better..?
- Fixed partnerships, «open relationships» and cooperatives

Diversity within the team

- Widen your horizons by look at things from a new perspective
- Avoid the echo-chamber / fan-feedback
- Increase chances to make a «hit»
- Learn how to defend your choices

How to make the most of collaborations

- Know your team
 - Background
 - Skills
 - Network
- Listen vs talk
 - Adjust from solo-work
 - Kill your babies
- Don't be afraid to share your best ideas
 - Your best idea is yet to be formed
 - 10% of Apple is better than 100% of a failed startup