THESXSW18 STOLEN MANIFESTO

How do we inspire greatness? [1]

It's not possible to know everything about everything, but it's possible to be curious about everything [2]. Great stories happen to those who can tell them [3]. Ideas that bring people together are the ones that change the world [4].

Brands have the power to impact and change culture, especially where there is a need and a vacancy [5]. We don't talk about trends. We're talking about movements; the way people will live their lives [6]. Brands can change culture through marketing, if it's inspired by purpose [7]. People pay attention to culture, not advertising. People share stories that say what they want to say. People pay attention to stories their friends share [8].

It's not about content first. It's about humans first [9]. It will be ubiquitous. Everything is content [10]. Facts don't change opinions. Messages paired with facts do [11]. People don't want to be sold a product or service, but they DO want to buy something [12]. Myths are not made to sell action figures. They're made to reflect the most difficult transitions we go through life [13].

People crave for more authenticity. People are seeking meaning and shared values. People want productive relationships with brands [4]. Say what only you can say in a way that only you can say it [14]. If you are in the story business, you are in the feeling business [3]. You must find authentic ways to reduce the perceptual gap between your viewpoint and the beliefs and values of your audience. Liars are very effective because they tell you what you want to hear. To tell the truth like a liar needs radical empathy [15]. Relationships are your stories. Write well. Edit often [16]. The good life is built on good relationships- but the average person spend 3 times more on social media than socializing. [17]

We can do better. We have to [17].

Technology has hijacked our minds and society [18]. Tech is disrupting the way we consume news, entertain or communicate [19]. Customers will manage 85% of their relationship with brands without interacting with a human [20]. Only 50% of people in industrialized nations who interact with computers will use their voice by 2021 [21].

A number is a number, what matters is your interpretation [22]. It's too easy to reach into your pocket and feel like you're not alone [23]. Millennials are approaching the same level of loneliness as adults over age 45 [24]. Your smartphone home screen is designed to take away moments of self-reflection, critical thinking and consciousness [18]. Just because you can doesn't mean you should [25]. Many of these things are not a problem that we need to solve, but are paradox that we have to learn to manage. We need conversations, isolation is damaging [16].

Paper is a wonderful technology. Its operating system never goes out [2]. Tech is not good. People make it good. We need great companies who do great things with that technology [26]. This is not an alien invasion of all tools from Mars. We are creating these tools to solve our own problems [27]. It's not about the technology that make stories possible. It's about how they bring us closer together [4]. Don't just tell the story. Live it [28].

If technology is our superpower then equality is our kryptonite [29]. Equality is not an empty word. It's up to all of us [30]. Diversity is being invited to the party. Inclusion is being asked to dance [31].

We've broken the norms and opened the options. Are we up for the ride? [16]

You don't need legs to fly [7]. Escape to where the puck is going not where it is [26]. When the world is changing, not changing is the biggest risk [32]. I don't think the Beatles wrote 'Hey Jude' in a meeting room with bullet points [33].

Listen often, respond quickly and act meaningfully [34]. Fail fast, learn from it, and get back up [35]. Failure is success. Killing a story that's not good is great [3]. Ideas are born in environments that are eager to fail and learn from it [36]. All of us can build tomorrow by our capacity of innovating [37]. I'm looking for the unexpected. I'm looking for things I've never seen before [38].

The honest truth is we don't have all the answers [19]. The greatest enemy of knowledge is not ignorance, it is the illusion of knowledge [39]. Not everything has to go well to have a good experience. Sometimes you have to try. So much of life is trying [40]. Dream big and keep pushing. Remember, there will be a lot of questions along the way. Accept the challenge and turn it to an opportunity [38].

Teams are the future of work [41]. We are stronger when we stand together [42]. Think big. Think boldly. This is our chance to create a different future [43].

There need to be things that inspire humanity [44].

It's not what we say, it's what the future said at SXSW'18

[1] Dan Harbison, Nike
[2] Walter Isaacson, Author
[3] Ira Glass, This American Life
[4] Andrew Keller, Facebook
[5] Todd Kaplan, PepsiCo
[6] Carla Buzasi, WGSN
[7] Roy Spencer, GSD&M
[8] AJ Hassan, R/GA
[9] Kristina Halvorson, Brain Traffic
[10] Alex Chung, Giphy
[11] Zain Habboo, Fenton
[12] Ben Mand, Plum Organics
[13] Mark Hamill, Actor
[14] Sarada Peri, Speechwriter
[15] Jason Schlossberg, Huge
[16] Esther Perel, Author
[17] Shawn Boyer, GoHappy
[18] Brian Solis, Altimeter Group
[19] Sadiq Khan, Mayor of London
[20] Ying Wang, Microsoft
[21] Amy Webb, The Future Today Institute
[22] Melanie Shreffler, Cassandra
[23] Billy Baker, Boston Globe
[24] Amy Blankson, Good Think
[25] Tanarra Schneider, Fjord
[26] Eddie Cue, Apple
[27] Ray Kurzweil, Google
[28] Nonny de la Peña, Emblematic Group
[29] Tim O'Reilly, O'Reilly Media
[30] Christiane Amanpour, CNN
[31] John Maeda, KPCB
[32] Bruce Mau, Designer
[33] Torkel Mellingen, Cisco
[34] Rosanne Durruthy, Linkedin
[35] Bozoma Saint John, Uber
[36] David Eagleman, Writer and neuroscientist
[37] Anthony Brandt, Rice University
[38] Ben Williams, R/GA
[39] Stephen Hawking, Physicist, cosmologist and author
[40] Ethan Hawke, Actor
[41] Chris O'Neill, Evernote
[42] Bernie Sanders, Senator
[43] Melinda Gates, Bill & Melinda Gates Foundation
[44] Elon Musk, Tesla, SpaceX

NOTE: We apologize if we have made some mistakes assigning the authors of every quote.

ARENA MEDIA
Part of HAVAS MEDIA GROUP