

THE SXSW19 STOLEN MANIFESTO

¹ Beau Lotto, Lab of Misfits

² Gordon Wagener, Daimler AG

³ Wally Brill, Google

⁴ Priscilla Chan,

⁵ Raja Rajamannar, Mastercard

⁶ Noelle Lacharite, Microsoft

⁷ Jacob Eastham, CIA

⁸ Rohit Bhargava, Non-Obvious Agency

⁹ Anna Pickard, Slack

¹⁰ Diane Quinn, Cirque Du Soleil Ent. Group

¹¹ Dan Tucker, Sheffield Doc / Fest

¹² Brian Solis, Altimeter

¹³ Nick Law, Publicis

¹⁴ Nysa Straatveit, CIA

¹⁵ Alexandria Ocasio-Cortez, Congressist

¹⁶ Susan Fowler, The New York Times

¹⁷ Matthew Lieber, Gimlet

¹⁸ François Le Gall, A_Bahn

¹⁹ Sara Durieux, Change.org

²⁰ Erica Keswin, Spaghetti Project

²¹ Al Jean, The Simpsons

²² Amy Webb, The Future Today Institute

²³ Stacey Abrams, Georgia House of Representatives

²⁴ Esther Perel, Psychotherapist

²⁵ Martha Cotton, Fjord

²⁶ Jamil Zaki, Stanford University

²⁷ Mike Pell, Microsoft Garage

²⁸ Dawn Ostroff, Spotify

²⁹ Olivia Wilde, Actress

³⁰ Deb Gabor, Sol Marketing

³¹ Jamil Zaki, Stanford University

³² Michael Nieling, Ocupop

³³ Kevin Systrom, Instagram Co-founder

³⁴ Dennis Crowley, Foursquare

³⁵ Roger McNamee, Elevation Partners

³⁶ Aleksandra Przegalinska, MIT

³⁷ Garry Kasparov, Avast

³⁸ Ondrej Vlcek, Avast

³⁹ Michael Mignano, Anchor

⁴⁰ Tania Philip, Shutterstock

⁴¹ Louisa Wong, CARAT

⁴² Cassie Kozrkov, Google

⁴³ Jonah Peretti, BuzzFeed

⁴⁴ Chip Conley, Airbnb

WHY DO WE SEE WHAT WE DO?¹

It's about responsibility and about caring². It's really what people want to do, not what engineers want to develop³. Technology is synonymous with possibility⁴. Re-imagine storytelling through tech and experiences⁵. The content will have more value across the experience⁶. Explore far beyond the typical⁷.

THE SPEED OF CHANGE MAKES EVERYONE WANT AND EXPECT THE IMPOSSIBLE⁸

Enjoy being wrong⁹. When we work into uncertainty we come up with surprising results¹⁰. VR is in a forward free fall of fantastic failure¹¹. Creativity pushes us to take risks which can open new doors¹². Explore the complexity and then simplify¹³. Creativity is the only uniquely human skill in an artificial technological world¹⁴.

FEAR IS NOT A PLAN. COURAGE IS. WE CANNOT LET FEAR GOVERN US ANYMORE¹⁵

You don't need to be an activist to change the world. Words can change the world¹⁶. People want to be told a story¹⁷. It's all about social impact. Transmedia storytelling as a vehicle for social change¹⁸. When we tell stories is actually when the world can change¹⁹. Speak in an authentic voice. Don't mince words²⁰. Everything succeeds when everybody points at the same place²¹. Great futures take work. Flexibility. Collaboration²². When you focus on your enemies, you're ignoring your allies²³.

If you want to change others, start changing yourself²⁴. The act of gaining empathy is not an instantaneous lightning bolt²⁵. Empathy is not a limited resource it is a renewable one²⁶. The real beauty we seek is not found in first impressions, but rather in how the truth

reveals itself²⁷. Work together, letting others do what they do better²⁸. Sometimes we need to achieve our dreams to know it is what we wanted. And then move forward²⁹. Today we are paralyzed by choice³⁰. More than ever, humanity is alone in the crowd³¹. No options, only solutions. Start talking about why design works³².

IF YOU DON'T REINVENT EVERY QUARTER OR EVERY YEAR, THEN YOU FALL OUT OF RELEVANCE AND YOU GO AWAY³³

The biggest thing is transparency³⁴. My life today is regulated by the algorithm³⁵. Machines can feel nothing today. Perhaps that's not true tomorrow³⁶. Machines can out-think us easily but they cannot out-move us³⁷. Your smart home is only as secure as its weakest link³⁸. Analytics helps creators to learn

about the audience³⁹. Don't become a data scientist. Become a data enthusiast⁴⁰. Thick Data is where the motivations of consumers are⁴¹. Humanity has an unprecedented opportunity to make data useful⁴². You have to keep fighting to make a great internet⁴³. We have a great opportunity to merge this tech knowledge with emotional intelligence⁴⁴.

It's not what we say, it's what the future said at SXSW'19



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