

Creative Intelligence

by **Bryan Carter**



Bet on the Want

It is universal.
Even if it takes 18 months.



THINK
CREATIVE INTELLIGENCE

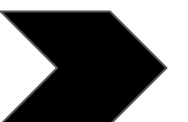
When people want
a thing. They want
it [period]



Discipline is born from want.

It **is** the **fighting** of the want.

And, it is an **uphill** battle, all the way.



**When it comes to
want, reason and
morality are
compromised and
abandoned.**



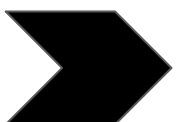
Want beats
politics.

There is a boycott of Chick-fil-A because of politics and principles. True or fabricated.

“Boycott Chick-fil-A!”

But those same people are found in line at Chick-fil-As all over the country.

Because, they want Chick-fil-A.

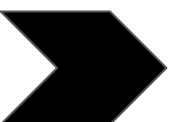


Want beats principle.

People talked
boycott of new
Walmart stores
during their great
expansion across
the United States in
the late 1980's and
early 1990's.



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Want beats principle.

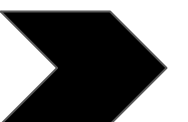
“Walmart kills local businesses!”

“Walmart doesn’t buy American!”

“Walmart is in league with China.”

People insisted that everyone shop local.

Local friend’s businesses and personal **relationships** were on the line.



Want beats principle.

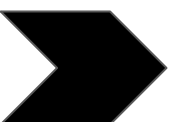
What happened?

Those same **people** showed up and filled the aisles to shop the new Walmart stores.

“It’s cheaper!”

“It’s convenient.”

They buy at Walmart because they **want** to buy at **Walmart**.



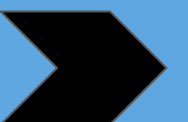
“I’ll never...!”

“You should never...!”

Want beats principle.

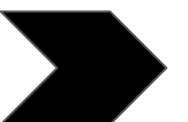


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Want beats **principle**.
Want beats **logic**.
Want beats **analysis**.
Want beats **price**.
Want beats **important**.
Want **beats** **right and wrong**.

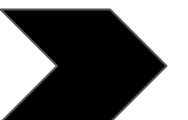
The only thing want doesn't beat is
bigger **want**.



Want even beats big things.
Like 9/11,
COVID,
and
inflation or interest **rates.**

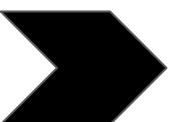


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I believe in an **18-month rule** for the biggest of the big.

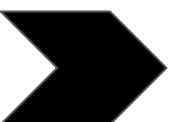
Really 18–24 months, but usually 18.



9/11

After 9/11, President Bush called on the American people to spend and invest, but people were afraid. For two Christmases they pulled way back financially.

18 months later, we wanted our Christmas back. 18 months later, we had a **huge Christmas**.

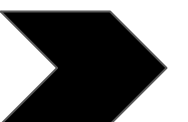


COVID 19

After COVID struck.
People wore masks.

Then, 18 months
later, no masks.

People were tired of
being denied
freedom of the face.



Post COVID: House Sales. Inflation. Interest Rates.

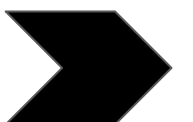
After rising interest rates, people not buying homes, and reduced spending due to inflation...

18 months later,

1) spending is up

2) “Momma wants a new house”

...and no one (especially Momma), wants to hear about how low interest rates were a year (or more) ago.



**18-24 months after each really big
incident, a shift occurs:**

Christmas spending is up.

Masks are off.

Retail is up.

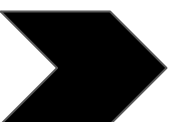
People begin to buy houses again.



After a time, **people** tire of denying themselves.

After a time, people don't care about the money or the hardship.

People simply want what they **want**.



Despite boycotts:

**Walmart is one of the world's
largest retailers.**

**Chick-fil-A had a \$19 billion
dollar year in 2023.**



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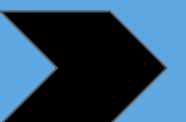
We want what we want:

When **Momma** wants a house,
Momma wants a house.

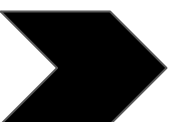
And, we all want **Christmas**.



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**Pay less attention
to what people
preach and more
on what people
want.**



Bet on the want.
Sooner or later,
want wins.



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Bet on the want.



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**Psychology always
works.**



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