

Creative Intelligence

by **Bryan Carter**



Friends and Foes

An enemy and a tribe



THINK
CREATIVE INTELLIGENCE

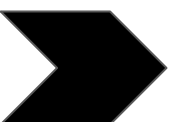
When designing for people it is always helpful to understand your audience and their motivations.

This **one understanding may give you the leverage you need to motivate your audience.**

It is based on conflict and motivation.

It is a psychological tool that has been used since the beginning of people.

And, **psychology always works.**



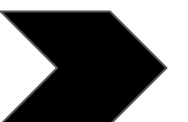
Does everyone need a foe?

It seems everyone
needs a foe.

Why?



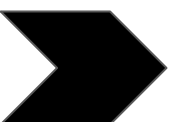
CREATIVE INTELLIGENCE



Does everyone need a tribe?

It seems everyone
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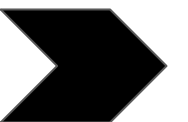
Why?



It is easy to over **simplify**
the need for friends and
foes, enemies and tribes.
Let's have a look at
people.



People are typically either **inspired** to be motivated, **or** motivated to be unmotivated (**lazy**).

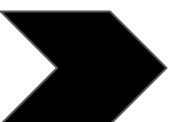


**Some
people are
motivated.**

Motivated people
need **enemies** to
inspire them to
compete, achieve,
and conquer.

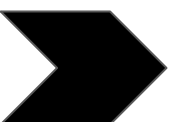


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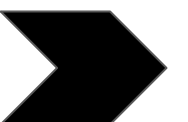
Motivated people
need **tribes** to have
people to test ideas
on and to **lead**.
Their tribe motivates
them to do great
and greater things;
to step up over and
over again.



**Some
people are
not
motivated.**

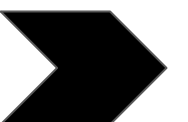
Some people are
lazy.

In their **minds**,
people who are lazy
use **enemies** as an
excuse for bad
things that happen.
Enemies are the
reason they cannot
achieve their goals
and do great things.



**Some
people are
not
motivated.**

Tribes enable and thrive on **lazy** thinkers. Tribes become an echo chamber. Tribes do the **thinking** for the lazy. And, the tribe rewards its members with **belonging**.

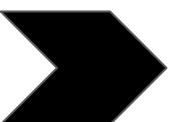


Everyone needs an enemy and a tribe. But the motivated and the unmotivated need them for different **reasons.**



Motivated people seek inspiration to
grow and accomplish.

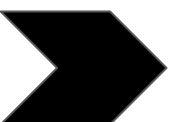
Unmotivated people seek **shelter** from
effort and responsibility.



How can you **use** understanding of the **need** for an **enemy** and a **tribe**, by the **motivated** and the **lazy**?

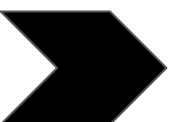


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Does your **audience** want to go into
battle?
Or, be led into battle?

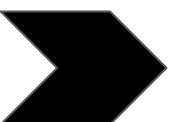
Are you dealing with a lost soul who
craves the appearance of impact?
Or, a soul who craves having **impact**?



Is there an existing enemy?
Are you **creating** a new enemy?

Are you creating **safe** enemies that are
not actually real or threatening?

Does your new enemy have a morality
banner to hide behind?
God and **Country** work well.



You have to know,
does your audience
want a challenge?
Or, an excuse?



When you are
coming up with
your **strategy**,
remember,
psychology always
works.



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