

COLLABORATION, CREATIVITY AND CONVICTION

Jerry Lorenzo

Founder & Designer of Fashion Label, Fear of God; Global Head, Adidas Basketball



Growing in Creativity

- Rather than focusing on being artistic or groundbreaking, creativity can mean operating from a place of conviction.
- Creativity can come from providing solutions — start at the problem.

Breaking Through Creative Barriers [03:00]

- Fall back.
- Constantly feed yourself, so whatever you are doing has the potential to provide the solution.

Letting Vision Direct You [04:53]

- Being obedient to your call gives confidence the answers will come.
- Get a clear vision of where you want to go in each aspect of your life, and let that vision direct your decisions.
- When a vision has been placed on your heart, you are not the only one who carries the responsibility of that vision coming to life.

Running After Your Destiny [07:22]

- It is easy to get caught in the prisons of other people's perceptions of who you are.

COLLABORATION, CREATIVITY AND CONVICTION

Jerry Lorenzo



- T.D. Jakes says the quickest way to leave your history is to run after your destiny.
- What is the inventory you need to take of your personal life?
- Vision provides the roadmap for where you want to go.

Choosing Discipline [09:25]

- If you struggle to choose the right disciplines, you will struggle to lead.
- Discipline is choosing what you want most over what you want now.

Overcoming Insecurity [10:11]

- To get through feelings of insecurity, be obedient to the call.
- Knowing that your best ideas come from outside of you relieves a lot of stress.

Topping Your Last Success [11:23]

- When you get in a creative rut, go to the problem.
- What is the new problem that gives you the creative answer to now direct the vision?

Collaborating with Other Leaders [13:09]

- When you are establishing collaborations, consider if you see the future the same way.

COLLABORATION, CREATIVITY AND **CONVICTION**

Jerry Lorenzo



Handling Disagreement [14:30]

- Humility is necessary.
- Focus on what will best serve what you are doing together — the problem you are both trying to solve.
- If necessary, take a break and time to think.

Choosing Team Members [15:09]

- In addition to competence, consider if they believe in what you are doing.
- The biggest key in building any team is sharing the same vision for the future.
- If it is something they believe in, it will take them beyond their competence.

Learnings from Leadership [17:31]

- Focus on the things that are in front of you, while not losing sight of the bigger picture.