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SUN TZU

# The Art of War





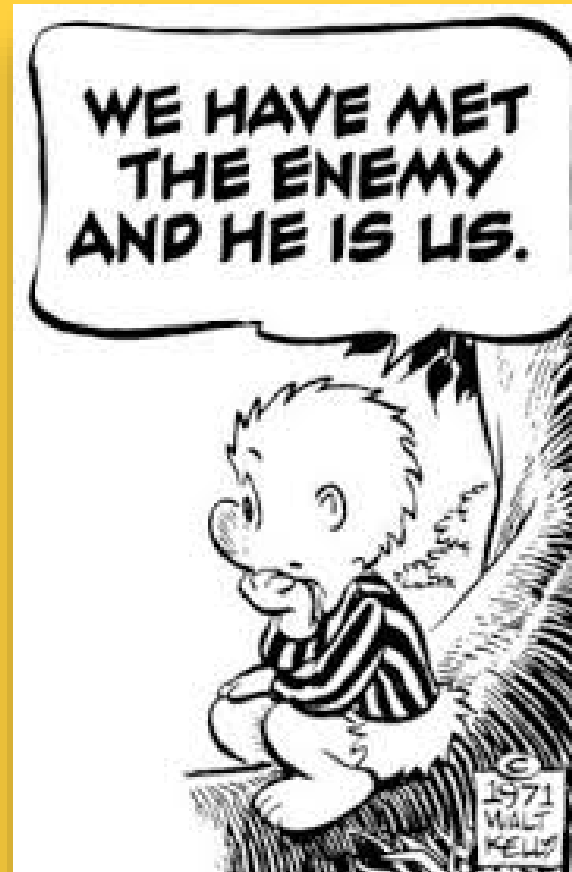
SUN TZU

# The War of Art





# The ENEMY



# Our ENEMY is:

- Apathy
  - “I don’t care!”
  - Loss of passion and Interest
  - Everything is Wrong
- Ignorance
  - Uninformed
  - No knowledge
  - Miscommunication
  - Lack of Self Knowledge
- Intolerance
  - Impatience
  - Judgement
  - Prejudice



# CURES + ?

- Apathy - **CURIOSITY**
  - “I don’t care!” - **CONNECTION**
  - Loss of passion and Interest – **REST and RECREATION**
  - Everything is Wrong – **COUNT YOUR BLESSINGS / GRATITUDE**
- Ignorance - **IMAGINATION**
  - Uninformed – **KNOWLEDGE FEEDS the IMAGINATION**
  - No knowledge – **READ, WATCH, DISCUSS**
  - Miscommunication – **L.O.V.E**
  - Lack of Self Knowledge – **Gardner’s Multiple Intelligences** <https://bit.ly/3ubYinr>
- Intolerance – **Walk a Mile in My Shoes**
  - Impatience - **SELF REFLECTION**
  - Judgement - **FORGIVENESS**
  - Prejudice - **SERVICE**



“Although our *conscious minds* are avoiding our own flaws, *they* still want to deal with them on a deeper level, so we magnify those flaws in others.”  
We can only see in others what we have inside ourselves. First, we reject, then we project.”

*Carl Jung, Psychologist*





*A person must pay dearly  
for the diving gift  
of creative fire.*

C.G. Jung

[www.jungcurrents.com](http://www.jungcurrents.com)

# Creating and Leading A Powerful Team

- Mentoring
  - Power vs. Authority
    - ***“No Power or Influence can be maintained by virtue of Authority. Only by kindness, patience, tolerance and truthful love.”***
  - Praise in Public. Criticize in Private
- Training
  - Technology + Software
  - Leadership
  - Communication
- Practice
  - Performance
  - Accountability
  - Prejudice
  - Critique vs. Criticism
- Career path progression
  - Planned
  - Tracked
  - Immediate vs. Long Term Recognition



## Carl Jung

*“Art is a kind of innate drive that seizes a human being and makes (them) its instrument. The artist is not a person endowed with free will who seeks (their) own ends, but one who allows art to realize its purpose through (them). As a human being (they) may have moods and a will and personal aims, but as an artist (they) are “humankind” in a higher sense— (they) are “collective (humans)”— (those) who carry and shape the unconscious, psychic forms of humankind.” (modified for inclusion)*

## Sun Tzu

*“Regard your soldiers as your children, and they will follow you into the deepest valleys; look upon them as your own beloved sons, and they will stand by you even unto death. If, however, you are indulgent, but unable to make your authority felt; kind-hearted, but unable to enforce your commands; and incapable, moreover, of quelling disorder: then your soldiers must be likened to spoilt children; they are useless for any practical purpose.”*



# A UNIFIED VISION

- Recap:
  - Story
  - Building A Universe of Devotion
  - Storyboards
  - Collaboration
- Key Moments
- Production Process:
  - DISCOVERY – SMALL IP CORE TEAM/POD Create A HLD – Director Level
  - PRE-PRODUCTION – Discipline LEADS Adopt and Extend IPCORE VISION
  - PRODUCTION – Go Wide. Large Scale Discipline Teams Adopt and Produce the Game Content/Design + Art
  - FINALING – Publication/Marketing/LiveOps



Thank you  
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