“Linchpin – Are You Indispensable” by Seth Godin

* Most of the time work we do is not brilliant
* Economy rewards artists
* Depth of knowledge alone is not enough
* Train people how to live without a map
* Emotional labor, producing generosity; what you get paid to do, picking a path
* Your job is a platform
* You are not your résumé
* The act of giving is the gift
* Combining capitalism with the gift economy
* Art is unique and new, causes change
* Art is any original idea that can be a gift
* Art involves labor, emotional labor of doing something difficult and extending yourself
* There are people in every occupation doing art
* The resistance – “real artists ship” - Steve Jobs
* Artists think along the edges of the box, where you can make a difference
* Connect to the humans in the marketplace
* Thrashing idea - do early
* Don't thrash right before shipping
* Limit the amount of people to thrash, appoint one person to run it
* Be brave early not later
* Lizard brain, wants to eat and be safe; cares what everyone else thinks; survival and success are not the same thing; source of the resistance
* Damon, source of ideas
* Write manual rather than follow the manual
* Mind has Damon and resistance
* Following manual vs. writing the manual
* Resistance creates rationalization
* You don't need more genius, you need less resistance
* 79% of companies that do analysis on Internet best practices, only 30% implement
* Fear vs. anxiety
* Scratching the itch or shenpa - interaction between normal world and anxiety
* Don't exaggerate the downside
* Don't flee when resistance is asking you to
* Never let the lizard send an email
* Write down the due date for shipping
* Use index cards, notebooks, go fishing, dreaming, write it all down
* Put it in a database, thrashing playground
* Then you build a plan for the project, the blueprint
* Will you shop it if I deliver on time and on budget?
* Then build a project when you get to yes
* Powerful culture of gifts; mutual support an generosity
* Internet has lowered the marginal cost of gift giving; i.e.,Thomas Hawk digital photography, free
* Flight attendant who fakes a greeting
* Most successful givers don't do it to get something back, do it because it is fun
* Manipulated art doesn't work
* The Internet as a gift system
	+ Reprocity for your art isn't the point
	+ The only people who don't benefit are the hoarders
* What art should I make
	+ You must make a map
	+ There is no map
	+ You must become indispensable
* Don't conform
* Lead
* Don't follow
* Don't be a cog
* Need to know who you are and where you are going
* People don't want to mess with the status quo
* Scientists are map makers, lab assistants do as they are told
* The map is never perfected
* Figuring out what to do next is your contribution as a linchpin
* Need to be brave
* Abandon resume throw out rule book
* Linchpin has 2 choices, scale like crazy
* Unique interface
* Escalating job above the manual
* Delivering unique creativity
* Unique creativity requires domain knowledge
* Managing a situation of great complexity
* Make your own map, it's a choice
* Leading customers
* Inspiring staff
* Forward motion is not the default position
* Deliverables aren't a measurable
* Change is what you do all day
* Lead don't push
* Providing deep domain knowledge
* Not valuable on its own
* Managing complex organization, no maps, linchpins make their own maps
* Possessing a unique talent
* Superpower
* Has to be super
* Has to be very difficult to replace
* Be bolder
* So many ways to lead and contribute
* Power comes from something you choose to do and something you choose to give
* Summary
* The system is broken
* Be the artist you already are
* You have a gift to give
* Will you choose?
* Barrier to success isn't who you know
* The act of deciding is the act of succeeding
* Artists see the world more clearly
	+ They describe our future
* Resistance keeps you from being the artist
* Shipping shortage