

The Nomadic Mindset meets The **SuperCreative** Keynote Speaker



TNM_Podcast Episode #003:

James Taylor

with Kevin Cottam

Transcription



Speaker: Kevin Cottam 0:04

Welcome to the nomadic mindset season one. My name is Kevin called him a global Nomad and the author of the leadership book, the nomadic mindset never settle for too long. Over the season, we will go on a journey to discover what is the nomadic mindset and how you can tap into that. For this I will be interviewing a diverse group of cross cultural thought leaders from all walks of life. So let's get on with it. Let's go no matting together.

Speaker: Kevin Cottam 0:37

Today I'm pleased to introduce to you the ever inspiring and energetic global keynote speaker James Taylor. You may be thinking James Taylor, the singer, the musician. Actually, this is not that James Taylor but however another musician James Taylor, and who comes from a family of touring musicians. I believe that James is consummate Nomad and has a lot to teach us about what is the nomadic mindset. He's an award winning speaker and internationally recognised leader in creativity and innovation, the founder of sea school, and host of the creative life podcast and TV show. For over 20 years, he's been teaching thousands of entrepreneurs, educators, corporate leaders, writers and rock stars in over 120 countries with the likes of how to build innovative organisations and design the creative life they desire. He has a lot to tell us. So let's get on with it. I would like to first of all, ask you Did you start off as a speaker, it sounded like you know, you've been around in the creativity and innovation business for a long time. But you've got a lot of music behind you got a variety of different elements in the arts. And so can you just explain a little bit about that?

Speaker: James Taylor 1:51

Yeah, I mean, this expression about politics, isn't it. If anyone that would want the job shouldn't be given shouldn't do the jobs. be given the job and so for me, I must because I know we've kind of come at it from all different, you know, areas and backgrounds and I think that adds to the richness of is I think you have to live a little bit of travelled and seeing different things, experience different things and overcome certain challenges in order to be able to take something to an audience. So for me, I come from the music industry. So my father is a professional musician. My grandfather was a professional musician. On our side of our family, we were either musicians or you were boxes, beer Fest, taxes and other like violence. So I went and I went on the music side and and then Initially, I was a drummer and then I actually got more interest in the business side so I managed a lot of artists and a lot of Grammy Award winning artists and then about 2010 I've a life changed because I got a call one day for a gentleman said would you come to California to the Silicon Valley area to help as I'm growing this technology company, so I went there became a vice president of a, an online education company. It's almost passionate about my education education in general. So I did that. And we built the team there. We've got a great online education company. And then I was getting asked to speak more and more. And obviously, there's a lot of events happening all the time in California, speak more and more events. And one day someone said, you know, you realise you could do this for a living this could be what you did. And it was they wanted me I'm ever seeing some great speakers when I was younger people like Tony Robbins and a personal hero of mine, a guy called Edward de Bono. And it really inspired me I can never do that, you know, that's pressed up on the stage. But then I had a big birthday, a birthday with a zero on the end, and I decided okay, maybe now's the time. If not, if not now, never end of it, you know, it doesn't work. It's fine. You know, I can go and go back and do it and do something else. And

it's been one of the best decisions I've ever made. Become a speaker and, and also that this topic, which I'm really passionate about, which is creativity,

Speaker: Kevin Cottam 3:55

it's wonderful to hear and now you said something in there it which I think is actually quite important, I think for a lot of speakers, and I think a lot of people in general is they go through this period of I don't know if I can do that.

Speaker: Kevin Cottam 4:09

You know, and so how did you get over? I cannot do that. I don't know if I can do.

Speaker: James Taylor 4:15

I mean, I guess I have a little bit of advantage in the IP around stages and events all my life. You know, I mean, I think first, I was told I was six months old, and I was taken to Ronnie Scott's Jazz Club, which streams jazz club in London. And you know, smoky jazz club, totally illegal. You know, today, if you think about it, my, my, my mother was working somewhere. My dad was doing a show that he was I think he was working Stan Getz, that you a saxophone player, and they had nowhere to put me. So what they did is they took me down to the bar downstairs at the jazz club. And they gave me to the waitress, the woman behind the bar, the bar. He basically looked after me. So I've been around events, ages for all intents and always felt very comfortable either, you know, on the stages of being musician or backstage. That, that there wasn't so much of a challenge that I think the thing was for me was, well, what if I got the same and and I struggled with for a long time because I hold so many speakers and authors in such high regard so I can never be that, you know, that's that's something this is otherworldly, and, and in a matter of conversation, it was it was my wife. We were talking about authors about books, and I love reading I love books. And she was we were talking about these two authors. I know both of them ones. Tim Ferriss is an author based in California, and another one is Chris guillebeau. He's also based up in Portland, Oregon. And I have all these books and all these like self development, analysis that to me, Well, you know, I really don't like Tim stuff. It's very alpha male type of writing. I love Chris because Chris has got more of a heart I can feel more of a heart there. And what I do and I love Tim stuff, and I mean Both of them and I really engaged him because it speaks to me a little bit more maybe than the crystal, the crystal stuffs amazing. So at that point and I thought, well, that's interesting. That means that you can have 1000 people an audience there. Two people speaking on almost exactly the same topic. But one person, one person, the audience is going to reverberate with that speakers, way of doing things and personality, and someone else is going to reverberate with another. And then that was a bit of a light bulb. And that was okay, that means I'm not competing with anyone. I'm just going to going and using my my own voice and telling my own story in my own way. And that helps kind of release some of that to be able to go Okay, I'm going to go and try and just see what happens.

Speaker: Kevin Cottam 6:41

Yeah, it's about releasing that voice. And I guess men, because many of us will get into that whole sort of place of what have I got to offer, as you said, and what have I got to say? And we're not very confident about actually we have enough a lot to say. Yeah, and we just need to

dig Now, which I think really comes into a lot to do with mindset. And I believe that that's, you know, that's something that I was curious about with you because you have a very, not just an entrepreneurial mindset, but because of the work that I've been doing on the nomadic mindset. I feel that you really have this adventure and this exploration and this whole sense of agility and flexibility and see things from a wide perspective as opposed to a very narrow perspective, is you're able to do that. Now. Would you say that is Yeah, there was a study I remember seeing a while back we just had some big political things happening here in the in the UK in the UK today.

Speaker: James Taylor 7:41

And it's been happening all the time and and regardless of what where you sit on it, but there was interesting report came out saying that 75% of the population are what we call somewhere people. So they feel very rooted to their town or their city or their, you know, the club there. They're very good. rooted in that place, and about 25% are anywhere people, I guess you would call these, these are the kind of global minded people I kind of feel just as comfortable in changings in Sydney as they would feel in London, for example. And there are slightly different mindsets there. For me, I'm definitely more of a anywhere person, I feel equally comfortable when we're pretty much wherever I am in the world. And I love that. And also, I think it goes to this idea of values. So for me, I remember doing what very early on and in just self discovery type work and finding out for me, one of my highest values is freedom. Or, and I that's a difficult word. It's a loaded word freedom, because a lot of times we hear freedom, especially as it used in America, which is a very individualistic type of thing. I don't I don't mean it like that. I mean, maybe like autonomy, independence, there's something around there but just a sense of being the master of your own ship and your own destiny and that Not the same for everyone. And I think when you meet another person that's like that, there's instantly a bit of a click you you meet your kindred spirit and you go, oh, okay, you're one of those. And I tend to find a lot of the speakers that I've especially that the global speakers, international speakers, people that we know like Frederick car and for example, them being much of that mindset of going out there. There's a sense of freedoms as adventure. But that's not what everyone wants. I know, I know, a number of speakers who they just speak in their own city as a bit like Las Vegas or Orlando, you don't have to go anywhere, because there's so many events happening there. And they feel very rooted in their community, which is great. So they don't want to do the global thing. But for me, I think Frederick, as you mentioned me so you like the kind of the David Attenborough of these things being a I'm a kind of intellectual magpie, I guess and and so I just love that and that's, that's for me. That's what adventure is about, which kind of links back to what you talk about, which is the whole idea of the nomadic mindset, which I which I guess there's a strong On the nematic side,

Speaker: Kevin Cottam 10:01

yeah. In our conversation before you, you do have a link to nomadism and your history and your lineage. So do you want to just talk a little bit about that? Because we all were nomads at one point in time. Yeah. I mean, that's the whole point. We grew up as nomads in the very earliest of our DNA. And so consequently, something has happened throughout centuries of industrialization, commercialization, politics, the placement of borders, and all sorts of things which have created this settling, which is not a bad thing. I don't want to say that. It's just that it is about control. It's about power control. And so can you just talk a little bit about your history

because I'm quite curious. I mean, I think it's also very valuable and it ties into in some ways your, your music passed as well. Yeah.

Speaker: James Taylor 10:56

Yeah. So my lineage I guess. Oh, my father's side is Romany gypsies. So the Romanian gypsies interesting they come from India registan and places like that, and then over, you know, thousands of years progressed move to Europe. So you have a lot of women gypsies in places like Eastern Europe for example. And then you have another community which came into Ireland, the United Kingdom now in America as well. So I'm guess I'm from that being part of it now. It's a funny one because I've never really thought about it much. It doesn't feel I don't feel particularly strong like in terms of tribal in that way. But it's always been something that's there and I guess it's maybe deep Daniel no more than that as I do is is probably the reason that I feel very comfortable on the road travelling I don't really have a have a big you know, I enjoy that. My father's touring jazz musician so touring all the world so he doesn't there's a strong nomadic society with a friendly with a lot of the the Gypsy side on the music side in France, for example, like Django Reinhardt versus Reinhardt family, and that they're from a different Gypsy lineage, but it's from same same type of thing. So I'm always kind of intrigued about this, this idea. And it's funny just where I live now. There's kind of relatives of ours or they're kind of distant relatives. And they use Romany words. Like once you do little tiny like POW. You my best pal. That's it. That's a professor Romany word. Or you'll hear them say gadgetry. Which is like someone that's not the Gypsy, or even when they talk, even when they talk about people. There's almost like, there's gypsies, and then there's, like 10 people. So these are settlers people have settled. And even you know, the end it was see there's a little bit of a kind of divide goes on there between some of the gypsies who are still very much travelling. They might be in the entertainment industry, for example, going on the fairgrounds that go around Europe, or they might be in the music side on the making the all kinds of the trades, different building trades. Then you have these other ones that come from outside who have settled their bought homes have settled down. So it's an interesting one, but I definitely, it's not something I think about a lot, but I consensus is there is somewhere there.

Speaker: Kevin Cottam 13:14

Well, I think that there is a fair amount and it is part of the DNA in some ways. I mean, I don't know that for sure. But it seems to be part of the DNA. And for example, when I was in Mongolia, I found out what the definition was for Mongolians. And most people in the dictionary means to move from place to place to find new pastures. But I found out from this woman by the name of bad girl bad that she says no, no, no, that's not what it means. She said what it means is the movement of the mind. So in other words, that brings a whole different aspect into it, the movement of the nine. So we need to have this movement of the mind remember, as you know, for creativity and innovation is more of the right brain and not necessarily the left brain. But we need this movement back and forth. of the brain, the mind. And so as she said, it's not necessarily physical because most nomads today are more secular. However, they still have this nomadism in their mind of which allows them the freedom to think in so many different ways and be more agile and more cognitively flexible. And those are some of the skills they talk about which are for tomorrow or actually today, which is 2020. So, when you think of that definition, the movement of the mind how does it play into the work

that you do now? With speakers with Speaker you and yeah, let's talk about speaker you a little bit. And, and also just creativity and innovation.

Speaker: James Taylor 14:43

What there's definitely a strong linkage today with creativity and innovation because you need to have that you said that, you know, that flexibility of mind. And one of the things I work mostly with big companies on creativity. Yeah. And why tend to find is you know, over time there's there's almost a calcification of the question. And so part of my job is to go in there and, and, and and and get that flexible again and get that that your plasticity kind of happening. And sometimes that's just taking into different ways. One of the things I always stay, regardless of what you're doing is if sometimes you're stuck, you know, we always reach out doesn't matter if you consider yourself very creative or you don't consider yourself that creative. But there's times we're working on something where we're just we have a little bit of a plateau, or we just kind of like stuck or were blocked in some way. And I think travel is one of the best ways of unblocking. And when I say travel, that could just mean taking a different route to work. It doesn't have to mean going to, you know, somewhere in the middle of nowhere. So I think travel and it's this idea of the must be something around people who are doing that and living in that way. Because they're having to constantly taking new information all the time and having to adjust to that and have to respond to their environment. That must be Be sharpening some part of their, their senses. So I guess that's the creativity when it comes to the other side I do. I work with you, for example, and speakers you I coach and train last be around the world. There's so many different types of speaker training out there. And there's so many different types, what the goals objectives that people have from training, I was very clear very early on, the first thing I ever created was called international speakers summit. And a strap line was something along the lines of how to build a career as a global keynote speaker speaking on stages around the world, so very much about being a global speaker travelling and then living that type of lifestyle as well, which is not right for everyone. So I know when I put that out there and speak as you and do other things, that some people will say, Actually, I don't want to do that. I just want to speak in my local town or on my country, don't go anywhere. The people that are more attracted to what I do and what I'm about a people that do want to speak on stages around the world or online stage. And they have they recognise that, just now we're going to see another next three years, we're gonna see another 750 million people coming online for the very first time. Well, so this is brand new audiences, these are online stages we're talking about. And that requires a different way of thinking and definitely a type of agility. You know, we're doing this just now with on video, for example. And these audiences, they're coming on, they're spending your time on YouTube. So you know, if you want to be discovered as a speaker, whatever your topic is, you need to be much more video thinking it in slightly different in different ways. So I'm, I'm very excited just now. And I think that that whole thing about creativity. The other thing I see, you know, creativity and innovation are used together all the time, but the slightly different, they're different, different sides of the same coin. Creativity is about bringing new ideas to the mind. Innovation is about bringing new ideas to the world, but without creativity. There is no innovation on new products and services. But what I'm finding at the moment and I was having a discussion Yesterday was a big sort of books, lot of speakers at conferences. And she was saying she's getting asked less and less about innovation. But she's getting asked more and more about creativity. And I was thinking that's partly a function of millennials, more millennials coming into the workplace now, where innovation feels like quite a process orientated type of thing. And there are amazing

innovations because out there, but I come at it more from the, the blend of the humanistic and the machine part. And I think obviously, you're seeing a general movement now, whether it's hedge funds, or financial companies, or banks or whatever. But I think that mindfulness, for example, and so I think that's why creativity is going to be become more of a talked about topic at conferences.

Speaker: Kevin Cottam 18:45

I used to say something earlier, which I which tweaked my mind in which actually, I observed an awful lot with nomads when I was in Mongolia, also in Kenya with the Messiah and in southern Morocco. And that is one of the chapters that I say in my book which is called adult that anatomy of a bird. Now, one of the things that I think is probably limiting a lot of people, and maybe you can talk to this as well, it within creativity and which is, you know, the source of innovation, innovation is putting creativity into work. It's the driver, right? But there is this whole piece around with nomads, they're able to be very still available to be very alert. They're able to be able to deeply listen and observe all at the same time. And being able to do that. And it's like mindfulness in the movement. So in other words, when I watch, you know, when I watch him aside walking in the Maasai Mara, and just wandering, it says, like this incredible meditative motion in action, you know, and I know that the person is completely observant of everything that's going on. You can hear everything and ready to jump and ready to be alert if a lion or something comes at him or her, but I It suggests and I don't know, maybe you can talk to is that we have lost that ability to combine all of that we think, no, we have to listen. No, no, no, we have to observe. No, no, we have to be alert. Now we have to be still. meditation and mindfulness is all of that in one.

Speaker: James Taylor 20:18

Yeah. Right. No, Molly, my, the way I think about mindfulness is, it's not like a doubling of the senses, you know, like switching off and zoning out or anything. It's, it's about being still, as you say, there's an alertness that also comes from knowing whether learning is the right word, but there's a there's a, knowing a presence that comes from not being very, and so when you hear a car driving by, it's not that you're ignoring it, for example, your your, your is all that's you, you're observing it, and it's going but it's all these things that are starting to get. I mean, it's a little bit. The way I think about that is I was having a conversation yesterday with someone from Kuala Lumpur. She's a vegan chef, and we were talking about where we do on the was creative work. And she was saying she's on the road at the moment doing a lot of these food festivals. And she's she's struggling to create at the moment because she's travelling so much. And it's such a thing with ultimate speakers because you're on the road, you're travelling airport to airport, I think you do need within all of that you do need those little pockets, there's time. And there's a certain type of thing. You're capturing ideas all the time. But in terms of being able to process it and think about deep level, having some type of mindfulness practice, I think is very useful, because what it allows you to do is to let the still the top of the water so you can see what's at the bottom. And I think that's, and I don't know this for sure, I haven't spoken to enough speakers about it. In terms of what those speakers that's some type of practice, wherever they are in the world, whether it's a hotel or an airport, that they have some way of stealing themselves and just reconnecting in some way. I know some people do yoga. I know some people do some mindfulness practice. I know a lot of speakers who just go out for a walk, to connect with, with the place that they're in, whenever they go to a new place, or they go for a

run. So I think there's something that I know exactly what you mean about this idea that, you know, we're not supposed to be able to, you know, to do all that, you know, two things. I mean, one of the things you spoke to me about before, which I thought was very interesting, in terms of mindfulness as it relates to entrepreneurship, and intrapreneurship, is around how the Bedouins work. I'd be thinking, I've been thinking a lot about this. So one of the challenges you can sometimes find for me as a creativity, speaker and creative, ambitious people what worried, okay, if I bring you in, you speak to my thousand members of my team, I'm worried they're gonna get these ideas. They're going to go away and create those businesses themselves, and they're going to leave and you're fundamentally misunderstanding, you know, what, okay, they're going to probably come up with these ideas anyway. So it's about creating a structure. Either the the interest 10 years within the business, or they have spin out without the business and maybe that that the holding company in becomes investor in it. I was in the Qatari National Bank finance bank in Istanbul the other day, and they have something like that. But you mentioned something to me, which I thought was fascinating was about how the Bedouins think about entrepreneurship or in that way, and when someone in an organisation has an idea, rather than just crushing it, because you're afraid and in case it disrupts too much. But that's something I've been thinking about a lot.

Speaker: Kevin Cottam 23:33

That's great that you thought about that, because I'll just tell everybody the story of what this means and so that we can have this conversation is that Berbers are, which are the nomads, which are through the Sahara, and many of the different countries and others. And they're business people. They're truly business people. And so what they believe in is if you have a business and you bring someone into the business, you teach them everything. teach them everything about the business because you want them to grow, and to learn to really expand and what they want. And then at some point, they'll say go off, going for going create your own, won't create your own business. Now, today, if somebody was to say that the owners would say, Oh my god, you know, they leaving, we've spent so much money, you know, it's all about money, and it's all about them. It's not about the possibilities that could happen. And so anyway, they Berbers know that this person will go off and create and do the same thing. And they will tell others to do that. So this is all linkages of network. And they all then play with each other ultimately, because they'll come back because of this loyalty. And there's also respect for the others. I mean, this is the important thing about organises nations today, I believe is that we don't allow and I think the word is allow freedom of innovation. to just go and say, Okay, look, that's a great subject, go and play with it. Come back and show me. I'm sure with you being in a variety and when you think about music, right? You can't put borders up around a musician, or music. If you put borders up, you will create that piece of music. You have to let the borders go and find and explore. And even if you go into an event, right, and you want to create it is that you have a variety of departments and you go, Oh, no, if you dictate, don't you have to do this? You're not going to get the freedom and the creativity that might happen.

Speaker: James Taylor 25:35

Yeah, absolutely. People get so worried about someone taking their idea. For example, there was that there's a musician I managed for many years called Tommy Emmanuel, guitarist from Australia and wonderful guitarist, and he did the opening of the Olympic Games, for example

in Sydney. And Tommy is got like, actually like a lot of Australian musicians. They're very good and very quick picking up on things and being able to imitate because in Australia It was a place It was so far away for so many musicians to travel to. You have a really strong tribute at music scene there. So for example, the elton john, this, the Australian elton john, I think sells more tickets than the real L. So my friend, Tommy, he was an artist I managed, you'll go and you play alongside someone, you pick up something, he can imitate it immediately. But then he tonify it. So he puts his like surf in his cases, it'll be bigger, it'll be bolder, because it's just the way that he is as a person. And somebody doesn't get really little bit frustrated to take that that's my lick. That's my thing. And he said, Well, if you don't want me to take it, don't mean to use it. Don't play it. Because I'm going to take it and I'm going to put myself into it and I'm going to make it different. And so that's why when people say to me about when I was doing speakers you and working with them and just essentially sharing all of my secrets with our speakers and why you doing this. You should be keeping all these to yourself, you shouldn't tell us because this is your competition. And I have the completely opposite view of that. I'm just interview Listen, put it out there even speakers who speak on exactly the same topic as me and go into that, because as humans, we're impossible for us to duplicate things exactly. We just cannot do it as humans, we always have to go and take something you make it similar there's always going to be putting your own thing into and that's why I always say to all this week, I just say listen, take any of these strategies any of these tactics any of these ideas these principles I'm teaching you go go and do it go and apply and put yourself into that so it's uniquely yours and then tell me how it works and let me know what that what the results are. And so I'm always and that obviously is beyond speaking. That's that's in terms of in businesses like you were saying there with the the Berbers I think that's it. That's a great way of thinking about it because all the all the speakers you remembers that, that we have built a level of trust and level of intimacy. And then you can go a little bit deeper with me. And my job is to support them in their growth.

Speaker: Kevin Cottam 28:05

I totally agree with you. And I think that you know, I mean, I think what you just said was, what happens. And my sense of the matter is because you think that way, this is really you are a fine example of a person that owns a nomadic mindset. Because nomads realise that you can't own anything. You don't own the land, you don't own the animals, you don't own anything is given to you. And you just have a time with it, and then it moves on. And this whole attitude is, is not a religious attitude, because they, the ones that I saw were Buddhist or Christian or Muslim, that is human. That's a basis of humanism. And that's where it comes from. We have become all this protection because of competition, but it has narrowed the mindset. And so what I think that you know, we talked about is that is the width and expansion you have a very excellent we started off with you having a very expensive mind and able to focus in very quickly. And nomads. This is wonderful saying, which I love is think vastly act narrowly, a millennial nomads in Mongolia told me think vastly act narrowly. And so it's in the book, and I think that you'll love that. But what it means is, is that look expansively. First of all, find out gather as much information and and then make a decision from what all you hear and make it quickly. Yeah, oh, go slowly, make it quickly. And then they're able to flow back and forth. But it's an

Speaker: James Taylor 29:45

important point. The action is actually really critically important because I think we're where we are now in our history because of the internet. We have so much information that's around us. So in terms of their thinking vastly. That now is an incredible time to do that. Because you have all this information you can connect with people around the world. But there is a little bit that paralysis by analysis to happen. And I think the acting narrowly particular next step of the acting bit and going to say, Okay, I could do all these things, but what's that one thing that we're going to test first or pilot first all that stuff such critical thinkers? I see. I see a lot of people who they have all this and they can become onset seminar junkies, right? They just go from one seminar to another, but you have to know what have you done? What are you doing this week? How you using this? And it's all I'm going to get right? I'm going to get around to I think just you know, just to choose one thing, and just go, you know, go Go for it.

Speaker: Kevin Cottam 30:40

Yeah, that choosing one thing. I mean, I think that and that's another thing when you observe you know, Nomad, you'll say, oh, they're very simplistic. Actually, no, they have a very complexity to their lives, but at the same time, they find what is simple because they say that one of the Messiah said to Which I loved is that you Westerners have congested in the mind. I love this word congested. So I mean, what does that mean to you? And when you know and I think that for for speakers for example, we do get congested because we get limited as to Oh no, we're going to do the wrong thing. Oh, we can't say it this way or whichever we get into formula x right. Now is creativity is not formulaic, right? I mean, you really don't want for me,

Speaker: James Taylor 31:28

and that the idea of you to get the gist of the way I think that is I don't drink but if I did drink, I'd probably be a whiskey drinker being from Scotland. Whiskey is complex, not complicated. Whereas when I say that mean, the ingredients of whiskey there's only a few. There's only two or three really water, hops or chemical, the, the basic two or three ingredients, but there's a huge level of complexity within our how you do it. You Those things and I think we're not where I teachers, because you, for example, we just have these four areas, listen, you just need to have all the things you do. But usually these four things, marketing, sales, your craft, and then the profitability. That's it. You know, it's as simple as find opportunities. Contact, the people give a great speech, you know that it's not complicated. But there's you can do, there's a complexity, there's a, the more skilled you become at something, you go to higher levels, in that when you see a great speaker, you can see, I mean, I'm, I love going and seeing those speakers, or any type of performer where you can listen, watch on three different levels. You can watch it just I said, I can sit back experience Well, this is this is really, you know, this is just more entertaining, right? Or you can, you know, lean in a little bit more, where I'm picking up on that I'm going to use that thing. Or if you're in the craft of that whatever that person is saying you can get really going like, why did they say that just before that how they using literary How they using their body on the stage. And I love watching speakers that can you know, have all those levels to what they're doing? Yes, no, I mean, that's it's very important to be able to see that. Now, as far as the nomadic mindset is concerned, what would you say are some of the real attitudes and qualities that represent for you, for me, it's agility, one travelling lightly having the minimum number of things that you have to travel with in a weakened identity of an art form and I just I take as little as possible because I just feel that stuff just

holds me back and they don't use half of things anyway. And then connection you know, when you whenever you go somewhere, I'm always looking like she's over the other day I was, I was speaking in Berlin, I'm always speaking in the morning and then I arrived in the day before and I'm going and I'm walking out the day before and evening I walked to the tier garden and I'm looking, I'm looking to connect with people and just like pick up little stories because the speakers, we got some stock and trade is stories. And so I'm always looking to pick up. So can I use that? Can I use that is that useful? So you're always looking at resources, anything I use that. So that that's probably that's probably another one there as well. But at the same time, having a place and it could be a place in the mind or a physical place, or in a tent, or a year, or a boat caravan, if you're Gypsy, where's the fields at the home place that you do come back to? Because I think it could be cut come quite easy. And I've lived a little bit like this in the past, we're being on like 12 months where you're away, a little bit, little bit detached, and a friend of mine a bass player in a band called Simple Minds. And we were talking about this the other night and keeping on the road for 12 months or something and then just coming back and start seeing his family and do as I was saying about you said you need a bit essentially a week period of reentry. Yeah, because When you've been on the road, and especially if you in a group of other people on the road, you're in a bubble, really and you're talking little phrases to each other, which may set you off in hilarity that makes no sense to anyone else. So you have to and so what he did, I think he actually went on a cycling trip to New Yorker just for a week, your safe zone, just so we could start that process of reentry into civilian life. And life.

Speaker: Kevin Cottam 35:25

Yeah, a spaceship coming in re entering into the year, right? Exactly.

Speaker: James Taylor 35:31

You depressurizing or if you otherwise you gonna get the bends over, right.

Speaker: Kevin Cottam 35:35

So those are great. And do you find then that those are actually attitudes that are promoted within the organisations that you are working with and what you see

Speaker: James Taylor 35:50

most of time not I think agility as especially in tech companies, I think that's us. I see that more and you can Silicon Valley you got over there in Silicon Valley mindset. That's part of it. There. I think I would say the doing having less is perhaps something is coming around more with millennials. Yeah, we have the whole thing like the small home movement that's going on just now in different parts of the world. Yeah, this is a tiny little that which is really fantastic. And so I see those in different ways. Connection, I think we're at a point in history just now. I can start to see if coming out it will be so in terms of online social, I was having a conversation yesterday with with a lady. She was, you know, she probably 2014 divide. She now is craving the human individual connection with other people now, it's my time job. They are nice things and as I pointed when I come out, I just want to connect, you know, I just want to connect human human to human. And she said, you know, she was on a date the other night and she said, I'm on this date and For this, obviously, a human human connection, and the other person's on the phone on a dating app, while I'm speaking to him, are you exactly I'd say, be

this all time dinners you go around and an entire families are not speaking to each other sitting on their on their phones. And so I think there's something a little bit wrong about that. There's certainly here in the UK, there's a big trend around ordering and food, you know, using apps. And so you might have four members of a family know, and they're ordering from completely different places. They're all eating meals at completely different times. So I'd be interested to know, you know, your background with nematic saying I think food is a big part, which aren't even spoken about, but

Speaker: Kevin Cottam 37:50

I think we can go into a lot more.

Many, many subjects that I would love to continue talking about it. I think on that one point. I just wanted to also say with regards Connection is that a friend of mine that I was with recently this weekend Mariana Pascal, she says that she finds that in actual fact, the youth of today, they're not able to speak, when you actually speak to them is they don't know what to say or to respond or how to respond. They just don't say anything. And which I think is a bit disconcerting in many, many ways. And so I think that's not really being part of the nomadic mindset that is actually shutting down. And nomads are not about shutting down. They don't talk a lot. But the point is, when they talk, they talk for a reason. And it's poignant, they're very strategic. nomads are incredibly strategic because they know everything's about survival. So they need to have the conversation they need to have the collaboration they need to have the sharing. And that I think is what you do so beautifully with us and speaker you is you share is that you bring us together like a And then which is very rare, and you just let it go and say, Take it away, do what you need with it. And I think that one of the big problems with big organisations, right is that they leaders are afraid to do that they're in such incredible fear that other people will hear what they have to say or whatever. But my question is, what would happen if you allow it that, you know, it's not obviously working very well? Maybe it was I but I mean, the point is, is though, so do you think a nomadic mindset is needed more in organisations today?

Speaker: James Taylor 39:37

Definitely, just because of the the speed of change that we're experiencing at the moment. So you have it organizationally, definitely because every industry is being disrupted in one way or the other because of artificial intelligence, machine learning, robotics, Internet of Things. So it definitely requires that agile mindset. And I would also say for people in the world of work, regardless of what age You are actually especially if you're coming in now, previous generations would have, let's say someone became, they would move for four or five different companies, but they would stay in the same profession, right? That's not true. Today, you might work in one profession for 10 years, take a break me learn, do something else and then go to a completely different profession. So that requires a level of agility also requires a level of resilience and mental resilience to not just to learn but to unlearn. And I think, whether you're just as an individual in yourself and thinking, Okay, I actually need to adopt more this nomadic mindset, because this is what this is where the world is going in general, or me thinking about how can I ensure that we attract the brightest and the best to our business and they stay, they stay with us and they can help develop and we can, you know, where they can,

even if they leave their advocates for what we're doing the evangelist for, we're about as a business. And then that's, that's, you know, I think that's definitely needed.

Speaker: Kevin Cottam 41:00

And what is one thing that you feel if there's to say two organisations what they could do to attain this nomadic mindset? What would that be?

Speaker: James Taylor 41:10

I guess it goes a little bit to the monotribe thing. I think there's a huge value in off site retreats. I know they're expensive to do. Normally, it's the only the senior management they get to do them. That I think is a lot of value to do them throughout the organisation. things a lot of value to actually bring in customers into those offsite retreats. When I whenever I do creativity workshops, I'm always trying to encourage the organisation, can you can we bring in some customers in this as well? And first of all, they they're really worried that no, no, no, because we can we want to keep bringing the site and see what we're doing. And I

don't think you should maybe ask your customers what they want.

That idea. So I think offsite retreats are really powerful. And we've seen this you know, when you bring that tribe together to do something and you put yourself in a different location. Maybe Maybe they go and spend time with like one of these trades you've been spending time with and just see see things from a completely different perspective and maybe think actually maybe we can, we can simplify things we can provide a level of agility and we can streamline things. The entrepreneurial nature like you were talking with the Berbers as well. Perfect example of that is lush cosmetics. They've just changed their business model used to be lush cosmetics, which is a cosmetics company aimed mostly women aged 18 or so 14 to 25. They had all their social media accounts and every day they were putting out content and pictures and videos and then they said, Why are we doing this instead they closed all their accounts 500,000 Instagram followers and said let's just talk with our with influencers and customers and let them talk about our brand. Let's do that instead. And that's and it was completely changed how they're doing it and I think that a lot more rather than being just promoting our old time, but bring communities together being a, you know, having that in like that node in a computer that's bringing everything together.

Speaker: Kevin Cottam 43:08

Right? You know, I mean, there's so many formulas today that we need to do. And everyone says you need to do this. And even in the speaker's industry, they say you have to do this, this, this and this to get where you are. And, you know, sometimes it's the breakaway that just says, No, I'm not going to do that. I'm going to find out the truth. And that's what you did is you broke away and to do your thing.

Speaker: James Taylor 43:28

The truth is, you really don't have to do anything, really, but maybe one or two things. In the case of speakers, you have to book gigs,

and give a great speech. That's it.

That's, that's it stripped down to that. So when we do my Instagram and LinkedIn experience, you'll learn all these fantastic, but just go out there, thank you book gigs,

give a great speech.

If you do that, every year, you can get double the amount of gigs that you did the year before. And so sometimes I'm always interested in what we call first principles. Elon Musk talks about this a lot. Always thinking about well, what do we know that's really true? When we strip all away nothing? None this fear of missing out What is it? Absolutely true in anything and I think any field, there's always a fear of first principles and use find out what those are.

Speaker: Kevin Cottam 44:19

Well, on that note, the first principles are for us to finish at this point in time. It's a sad thing, because you are a great guest and someone that is not only vibrant, but you've got an incredible spirit. And I want to thank you very much for being on with the nomadic mindset. And honestly, you have been great teacher for me. And now I will, I'm glad that we can also share this with everybody else. Now. You'd be a teacher for me come to this is what I'm gonna be reading this week.

Speaker: Kevin Cottam 44:46

Yeah, yeah.

Speaker: Kevin Cottam 44:47

Well, and that is the pure collaboration of togetherness. And that is what I think is one to one that's very nomadic in the sense.

Speaker: Kevin Cottam 44:56

So I want to thank you very much for this time together.

Speaker: James Taylor 44:58

Thank you I wish you all the best with all the nomadic mindset what they are doing just now.

Speaker: Kevin Cottam 45:04

You have been listening to the nomadic mindset season one. My name is Kevin called him and invite you to find out more about the nomadic mindset at the nomadic mindset.com. Until next time, make it a point to go nomadic and start discovering your nomadic mindset.



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