

# The Nomadic Mindset meets The Creativity Explorer Extraordinaire



TNM\_Podcast Episode #008:

**Fredrik Haren**

with Kevin Cottam

# Transcription



### 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 of a diverse group of cross cultural thought leaders from all walks of life. So let's get on with it. Let's go nomadic together.

### Kevin Cottam 0:37

Welcome back to the nomadic mindset and if you're tuning in for the first time today, thank you for taking the time to come and explore ideas and thoughts with thought leaders from around the world. In this episode, the nomadic mindset meets the truly incredible, extraordinary creativity explore Frederick Heron Frederick is a global keynote speaker and author who has Driven by his inner theme humanity to the power of ideas. He has spoken for many, many places many, many times a year, and he has a wealth of information to share with us. What I love about Frederick is that he travels explores the globe speaking on business, creativity and innovation. He has authored 10 books and his title, the ideas book has sold over 200,000 copies and was included in the hundred best business books. Now that's pretty cool, because it's pretty hard to sell a book a lot of the time so he is an expert. I want to share with you that I believe this episode is really going to take you on a journey, a journey to find and explore what is creativity, what are ideas, thoughts, and how it really is about the mindset. And so let's go and have a chat with Fredrik, can you just share with the audience exactly what is a creativity explorer? Yeah, yeah,

### Fredrik Haren 1:57

sure. Yeah. I'm very happy to be talking to you about my topic. So I've been studying creativity for the last 20 years or so. And for the last eight months or so I've been redefining myself as not as a creativity expert, but as a creativity Explorer. And it totally changed how I approached my research because to explore is, technically the definition is to explore is to venture into unknown territory in order to learn more about something. And so I'm venturing around the world to learn more about creativity in the most unexpected places, I guess from from North Korea, to the Maldives, trying to understand what creativity is by interviewing people in all walks of life.

### Kevin Cottam 2:45

In all walks of life, but you haven't done a penguin yet, have you?

### Fredrik Haren 2:50

I actually would love to see how penguins think about creativity and I might I might very well go. That's the only continent I haven't been to. So I haven't done my to do list.

### Kevin Cottam 3:00

Fantastic. I mean, I think that it's wonderful that you are doing all this exploration. I love what you just said about venturing into the unknown. And that is really something that I think is probably very vital for today is to venture into the unknown. Because I think that we become too narrow. What do you think about that?

### **Fredrik Haren 3:21**

So, I think it's important to look at it from the both definitions of the word. So do you have to venture onto onto the unknown, but also, in order to learn more about it, it's that curiosity to understand the unknown, that is crucial for exploration. Otherwise, you might say you're an adventure. So then explorer goes into the unknown in order to learn more about it in so that we can expand our world of knowledge because there's so many things we don't know yet. And it doesn't necessarily have to be a white, white spots on the map. It can also be a white spot in your subconscious or Maybe your family or your neighbourhood or or it doesn't have to be go to the other side of Earth, but it has to be to find out more about things. We don't know that that part of it.

### **Kevin Cottam 4:12**

Yeah, I mean, both of those parts of the definition are actually really wonderful. And I love the way that you use the word expansion because of that is so important. Today, when we look at historically of the geopolitical situation, the climate and people naysayers, fake news, all sorts of things. But on that is, why do we need to explore though,

### **Fredrik Haren 4:35**

actually, I just yesterday interviewed the head of designer, the head of customer experience at airasia, who's been working in lazada, and a bunch of other companies for the user experience and he was talking about curiosity, the as the one of the most important aspects of, of the when we want to learn new things about the customer and he said that there's two kinds of curiosity One is just like, Oh, I'm curious about that guy or that dress or something, you just, it's kind of like when something catches your attention, and you go and look at it. And the other definition of curious is that you really want to understand something so, so you dig deep. So he said, we were using one word for two different things. And we reframed it so that we have, what he really want us to focus on is what he calls deep, deep curiosity, when you really want to go and understand something that you don't understand. Hmm, that's beautiful. Because then when you when you go deep into when you go deep into something you don't know that's when you that's when you your mind can truly expand and you can become something that you were not.

### **Kevin Cottam 5:44**

Yeah, cuz you can start seeing all sorts of different thoughts and different ideas and different pathways and, you know, it just opens up a lot of channels really, doesn't it? And is this

### **Fredrik Haren 5:54**

a lot of people I'm sorry, but a lot of people do. They try to go deeper. They try to better understand The things that they already know. But it's difficult to kind of totally change your mind. If you just go deeper into something that you already know. That's why it's so important to venture into the unknown, because that can give you new insight or new information or new input or new something that you can combine with what you already know. And suddenly, you can look at not only the new part, but you can also look at the old part that the things that you already knew in a totally different manner. So I mean, I when I moved from Sweden to China in 2005, not only did I learned so much more about the world, through the eyes of the Chinese,

I also suddenly got to see look at back at Sweden, I look at Sweden in a totally new way that I didn't look at it before. So you can see new things in the familiar by by exploring new things.

### **Kevin Cottam 6:47**

Do you find that by doing that, you're able to also say you know, step back and see things as you say and step completely back and look at it from an expansive point of view like you know, And so that what you were just talking about China and Sweden, but were you able to stand back and see it and feel it is

### **Fredrik Haren 7:07**

yes, it is two things, right. That part is about seeing the new things in China. And then looking back and looking at Sweden in a new way. But also by distancing yourself from the old Sweden I could look at. It's kind of like when you come back to your when you get back to your old hometown, and suddenly like, whoo, how can I think this or why did we buy? Why did they look at you? Yes. By distancing yourself, it's kind of almost like a, we talked about an outer body experience, right when someone dies and you can look, but we maybe we should talk about an outer mind experience, so that you can look at your mind from afar and suddenly see things about what things you used to think in a totally new way. Oh, I love that the outer mind experience it's like looking into the universe in outer space in many ways, isn't it? And so, I yeah, I love that.

### **Kevin Cottam 7:58**

It's it's, you know, it is that Because I don't know about you, but when you go into these meetings or just in general when you get to spend time on your ideas Island in whichever you must go into that space of where you start seeing things in a very different way. Is that would you say that?

### **Fredrik Haren 8:17**

Yes. So it's two parts about creativity, right one is the is the thing about new input, new inspiration, seeing new things. So I structured my life. So about nine to 10 months per year, I travelled like crazy. I was in 24 different countries. Last year, I was in 23 countries the end before that. So between 22 and 35 countries per year I go to every year and I deliberately choose countries like Bangladesh or North Korea or or Namibia, our countries that not so many people go to and then at the same time, I make sure I go to Paris and Berlin and San Francisco and so on as well. To get a sense So what's happening both in the developers and the developing world, east and west, north and south, but then three to three months per year, I do nothing. So I have this island in Sweden, and I just sit on an island and I don't travel at all, I hardly meet any people. And then my brain can take all of that different input all those different insights, and then rearrange them and proceed and look for connections. It's very important to do both of those parts. because creativity is is inspiration. And inspiration is needed to be creative, or to be creative is actually exhaling is creating things. And if you're constantly inhaling new things you cannot create you need to balance those two things. Hmm.

### Kevin Cottam 9:43

I love that the balancing of inhaling and exhaling and for often we forget that actually we breathe right and the connection to that with our mind with our body, ideas, thoughts is that it is all a breath in many ways. So I I'm very curious, this unknown, because you talk about the unknown. And that's where you go in with your, your work that you're doing now with your new book, is that you are finding unknown in others? And can you just say a little bit more about what is it about the unknown that really drives you,

### Fredrik Haren 10:21

as I am writing a new book, which is called the world of creativity, and it's specifically about how we can what we can learn about creativity from different cultures and people in different countries. So my my thesis for the book is that there are different kinds of human creativity, depending on on where we come from, and that we should learn more about it. So it's interesting because when you say the unknown, it only means download for me. Right? So Christopher Columbus was an explorer, and he discovered America because he was unknown that the whole continent was there. He was unknown for the Europeans wasn't alone for the for, for for the indigenous people who lived there, right. So I think it's a that's why we need to explore we need to explore in order for ourselves to understand how ignorant we are about virtually everything. Like I don't care how superpower how well travelled you're, it's that classic is I think this is the classic chord like the the more the more I know the more I know I don't know and it's that curiosity that needs to be triggered ignorance ignorance is is is thinking that you know everything the less you know about things the more confident you are that you know things that you know everything right and the more you know the more you know you know you know nothing that I truly believe in that and I love that feeling that comes when you suddenly venturing to something some some area you didn't know so much about and suddenly you get this humble feeling like you feel like a child again and you go Wow, I didn't know I thought I knew this. I didn't know anything. Like when Yeah, like when I moved again when I moved from, from I was very successful. keynote speaker in Europe and then I moved to Asia and I didn't know anyone who had no context. And no business, I had to start over again and rebuild a speaking career from scratch in China without speaking the language. And I've never, I felt so alive because I was learning so much. I actually felt like, for I remember the first few months I lived in China, I could hardly write any creative things because my brain was just so occupied with taking new things in and trying to understand what was going on as a beautiful feeling when that happens, but also when the brain goes, Okay, now I'm starting to understand what it says. Now I can take all this new input and combine it with all the input and styling. There's so much more pieces of the puzzle, that you have so many more tools that you can use, that's when that's when creativity explodes.

### Kevin Cottam 12:46

Hmm, that's beautiful, really is. And this is, in many ways what you're talking about. The unknown is like this whole sort of comfort zone as to discomfort zone, right that people are in And many people don't like to go into the discomfort right and so that's a different mindset and and so if we bring this to mindset in many ways Tell me about I mean your explorer mindset and I call it that in many ways the nomadic mindset what how did you develop that? How did it come about for you?

### **Fredrik Haren 13:20**

So first of all, I don't I I totally understand the concept of stepping outside of your comfort zone. But I don't truly believe in that when I moved to Sweden to China, you could say I stepped out of my comfort zone but I have never been more comfortable. Then in my own skin, then I was the first few months in China before I knew anyone in China because I was non sighted I remember this very clearly. I was sitting in a restaurant, and I ordered something I couldn't speak the language. I just pointed out some different things and and they brought me food. But then they brought me a knife, a fork, a spoon, and two chopsticks because they didn't know how I wanted to eat the food and I didn't know how I want to eat the food and for the first time in my life as a 30 something year old man, I looked at something and I said how do I want to eat this food? Not how do I take in Sweden we put a we have a fork and a knife and that's how we eat almost everything right in the Philippines is a fork and a spoon in China is chopsticks a lot of people would just eat whatever is served with how the culture thinks you should eat this food. But because I wasn't immersed into the Chinese culture yet and I had left my Swedish country behind because I was in China. I didn't I looked at the food as what is the best way to eat this food they said for therefore is it with a knife? Is it with a spoon? Is it what chopstick is it with? One chopstick and a fork? Like let's just figure out what's the best way to eat this food in front of me. So I felt very very comfortable in in this on what most people would call an uncomfortable so so I like to say that I'm that. What we should aim for is not to step out of our comfort zone. What we should aim for is to be comfortable. But outside our comfort zone, because we are uncomfortable, we are uncomfortable it outside our comfort zone, then then that uncomfortable is a is a is a is a feeling of, I mean it's hurting, it's, it's like, it's like having a shoe that doesn't fit that's uncomfortable, I don't think we should aim for uncomfortable, I think we should aim for being more comfortable without knowing exactly what's going on. Maybe we should aim for being comfortable in the unknown zone instead of aiming to be uncomfortable.

### **Kevin Cottam 15:31**

So whenever we put a new definition on to it is being comfortable in the unknown.

### **Fredrik Haren 15:37**

Anyway.

### **Kevin Cottam 15:38**

So that's that that's even more beautiful because that then really moves into that really cultural explorer that you do because you're constantly putting yourself in an unknown and therefore uncomfortable, what might be called but you're comfortable in doing that, which I think it's fantastic. And if we bring that to because you speak around the world, and also Around creativity. What are you finding within organisations? When we talk about this unknown curiosity, explore creativity. Do they need to do more of this? Or are they doing enough?

### **Fredrik Haren 16:15**

When I've asked, I think I've asked a million more than I know, I've asked more than a million people, if they think that they need to be creative in their jobs. Everyone says yes. And if they if they think their companies are doing enough to develop their creativity, everyone says no. So

yes, everyone thinks we should be doing more. And it's interesting, though, what what could what could we do or what should we do? I have discovered couple of days ago, I interviewed the the CEO of mine chair, so my chairs immediate agency that they've been around since 1998, or something. I think they are but not 10,000 people in 100 different locations around the world. And I just say to the CEO, and and he said this thing that we we don't reorganise. We refocus I think that's a beautiful way of describing it because when we reorganise, people feel very uncomfortable, it's like what's happening to my job? Will I still have my job? In my position? Who's going to be my boss? All of those things is that you know what? You You know what you know, you know what you're good at with define you based on your skill. But every year we refocus what are the three things that we need to focus on in the next 12 months. And then we tell the organisation, this and then the organisation, all know that this is what we're going to focus on for the next year because we need to change, but we don't need to reorganise necessarily. So and I think a lot of companies could benefit a lot from focus on on being better at reef telling people what to do what they should focus on, instead of telling people which part of the organisation they belong to, and then maybe sometimes you need to reorganise, but that the reshuffling of people in boxes is not creating change, telling people that this is how the world is changing. And now we need to we need to change accordingly. That is giving people direction Hmm,

### **Kevin Cottam 17:58**

yes, and

### **Fredrik Haren 18:00**

summarise is that you should separate activities you give people direction, you shouldn't give people position as in putting people in a box because a position is, is a fixed, a direction is moving, you tell it this is where we're supposed to go or not, this is where you're supposed to stand.

### **Kevin Cottam 18:18**

Putting boxes is putting much more limitations and different barriers around as if you know, which is part of the nomadic mindset is removing those barriers and being able to see that width and the expansion of being, you know, the unknown in many ways and being comfortable in that, that where there is no boxes and there's no limitations. And that is your life actually is putting yourself outside, whatnot outside. Well, maybe it is outside the box. But can you share with us how we can get that way because a lot of people, they want others to do it for them.

### **Fredrik Haren 18:53**

I think actually everyone wants to be more creative. I think and I don't think we should be more creative because it's a it's good for our business. I think we should be more creative because it's good for, for our mental health, and it's good for our well being, and it's good for our lives and, and we have less problems. I mean printf actually, technically we have more problems if we are creative because we're defining problems and then solving them. But by defining them and solving them, that problem goes out of the way and then we can solve another problem. So if I look at creativity, more like a public health announcement than anything else, people who are

creative have less problems in life because they solve problems. That's what creativity is all about. If you think black and white, you only see two solutions. If you think a rainbow, you see so many different solutions. And when you do that, you per definition, also you find new opportunities for for businesses and for for your career and also for everything else in life. is creativity, in a way is contagious in that sense that when you start thinking, developing your creativity, you start applying it in many different areas, and suddenly your life becomes full of more opportunities. But then it's Little learn how to take advantage of those opportunities. So it's not enough to just come up with ideas and see solutions you also have to implement and that that that is a different aspect of creativity to get things down.

### **Kevin Cottam 20:12**

I think it's important than the, with what you do and what you're speaking about. And I'm sure this is what you do is that you debunk really what creativity is because a lot of people say, Well, I'm not creative, and I often say coming from a creative field, but that's absolutely nonsense. I say that, you know, everyone is creative, all your thinking perhaps is an artist, a visual artist, or a composer or a dancer. All of these, they feel are a small number of creative people. So how do you then move them past that thinking pattern in your speeches?

### **Fredrik Haren 20:52**

Okay, yes, I totally agree that everyone is creative or maybe more specifically, and that everyone has the potential to be creative. I also think that the people that some people look at as being very creative are actually not if you look at what they do in a day, then might not be so creative all all throughout the day, even. Even Elon Musk is maybe arguably looked at a lot of the most creative people in the world right now from a business perspective, and a lot of things that he does is going to be habit and things that he did yesterday as well. So I think everyone has the potential to be much, much, much, much, much more creative than they are today. And that's how I look at it. I don't it's not a competition is the classic example of the only one you should compare yourself with is yourself. yesterday. So are you more creative today than you were yesterday? If the answer is yes, perfect. If the answer is no, then you should work on that. It's, it's all about how can I it's the same as fitness. Who cares if you're, it's not a competition, just make sure that you are more fit today than you were yesterday. That's the only thing that matters.

### **Kevin Cottam 21:57**

With that creativity, we need to let go of many structures as well, and thinking and structures and thinking that way. And so this has a lot to do with mindset, being creative and being anything really innovative, whichever has a lot to do with your mindsets. Would you agree or disagree on that?

### **Fredrik Haren 22:15**

Oh, I think creativity is almost all my all my it is 90 billion mindset and 10% skill and knowledge, I would say, if you have all the knowledge in the world and you don't have the mindset of wanting to to combine what you know, in a new way, well, then the knowledge means nothing, right? But on the other hand, you do need knowledge and that's that's where the inspiration part comes in, especially new knowledge, new information that can kind of trigger



the creativity. That's why you need to go into this unknown part. But yes, definitely, it's a mindset. It's a way of thinking it's a way to approach life.

### **Kevin Cottam 22:49**

And so because this is a nomadic mindset podcast is it the nomadic mindset where creativity lives, or is it the builder or is it the settler is it all them

### **Fredrik Haren 23:01**

no i think that i love that quote you have the it's a nomadic it's not a movement of the body it's a movement of the mind. That is that is to me that that is the definition of Nomad. But it's also the definition of, of creativity, the ability to say, well, we were here yesterday we've been here for X amount of days. It's been great. But now but everyday wake up and say, well, it was it was good yesterday by is as good today, this ability to question everything without saying necessarily that what we did before was wrong. But to say it was it was right then but is it right today? That is such an important skill, especially now, when when we're living in a world that changes so quickly. So maybe what we did yesterday was great, but today it's totally wrong. like Netflix, like people are ordering. People are ordering DVD, movies on DVDs. That's how it started because at that time, it wasn't able to stream videos. But then when you were able to start streaming videos, they stopped the DVD saying started streaming the videos online instead. And but it took this leap in How many years did it take to launch Disney plus and now I think this class is going to be a huge step to Netflix. But why did it take so long for Disney to see that they should start streaming their videos? or Why does it take so long for taxi companies to realise that you should be able to pay your trip while you are in the taxi so you don't have to pay after you arrived at the destination which you bring grab, you just jump out of the taxi when you're there. In taxis, you still have spent one minute chart paying for the ride after you have arrived. It's it's just so annoying. And you've been doing it on grabbing a beer for 10 years almost. So yeah, it was it was correct yesterday, but is it correct today that then that in the adapt? That's extra important for knowledge? Because I like to ask people how many people how many people live on earth and a lot of adults will still say 6 billion people because that's what they were taught in school and when we went to school it was 6 billion people Now it's almost 8 billion people, but people live it. I don't go around in the world thinking it's 6 billion people, they haven't upgraded their knowledge, which means they're living. It's, it's like, it's like driving a car. But your eyes are 200 metres behind the car. It's a very dangerous way to drive a car and a lot of people are doing that to their knowledge. It's an updated, it's download, dated and all and we can call it down dated knowledge. It's not updated, outdated. Don't hate it.

### **Kevin Cottam 25:30**

That's great. It's like when we're constantly reminded on our computers that we need to upgrade, we need to instal new, you know, it's constantly that and again, that's new knowledge or we sometimes don't even see it, but it's knowledge in the back end that we are trying to improve our systems in many ways. Now, let me come back to we went to Mongolia together which was a wonderful trip and I'm so grateful that you were there exploring and going nomadic with me and I would like to know what you learned from Mongolia that has moved you into further into this creativity, exploration that you're doing.

### **Fredrik Haren 26:09**

First of all, I think that trip might have been the first I didn't know it at the time, but that might be the first trip where I started subconsciously thinking of myself as a creativity Explorer, and not just a creativity expert. Because to go into the, you know, we went almost to the desert and we had we drove what 12 hours straight into the desert and and meet with the nomadic tribes there to interview them about creativity is not necessarily something you would do as an expert on business creativity, but getting those insights from them and learning how they look at the world. said to me, like okay, but I need to continue to do this. And now, since then, I've been going to much more unpredictable people to talk look at how they look at creativity. So it could be as CEO but it could also be, I just recently went to Melbourne and I interviewed a blind person, what can we learn about creativity from a blind person? Or I went to move by and I met met to the woman who works with children of sex workers in the slums of Mumbai, what can we teach? What can they teach us about creativity, and suddenly, that the world just opens up and there's so much we can learn from each other? Let's not be so stuck on just interviewing CEOs and big companies. That that that was a very important tip for me to kind of change the way I defined who, who can teach me something about creativity. But that's just love. The whole idea that that inside that the word that the word Nomad means in search of greener pastures is the meaning of a nomad. And that idea that it's not about move. The concept of Nomad is not to be moving. The concept of nobodies not to not have a home the concept of normal is always look for the best pasture. For your, for your capital, it's a search for the best possible opportunity for yourself and for your tribe. And that is a very positive outlook on life. And if that means move, you move that that is such a positive message.

### **Kevin Cottam 28:15**

Yeah, no, it's so true and it's all about movement really isn't it's, as they say, the movement of the mind that is out. I mean, our body we are never not moving you're never in that space. So you may be slowing down. But that is so beautiful, that better place a better possibilities and you know, there was a wonderful saying that was given to me by a Berber and in a in the southern Sahara. And he said to me that everything that Berber see everything as an opportunity. So that goes along exactly what you're saying so many ways is that looking at the expansiveness and looking at that unknown that you're talking about,

### **Fredrik Haren 28:54**

I can tell you Do you know the terminology of the word opportunity? Please share. It's absolutely I'm a kind of a sucker for for FM ology. And this is my number one word opportunity. Because the word opportunity is the word. It's like 2000 year old. It's from the Romans. And it's actually a name of a wind. Like there's a hurricane, there's a storm, there's a tornado. Many different winds have different names. And an opportunity is one kind of specific wind. So what kind of wind is it? It literally means the wind that brings you back home to your harbour. That is the opportunity wait. So the Romans were out there in the middle of the Mediterranean Sea, and they were like starving or they wanted to get home but there was no wind or the wrong the wind was wrong. And then suddenly, here comes the right when the window of opportunity, the opportunity when and then now we can say it home to our families. But it tells us a very important lesson. It means just because the wind is coming, it doesn't mean you will come home. You Still need to first realise that this is the opportunity window it the right way. And then you need to hoist the sails and you need to start, you know, moving

the rudder, basically, you need to do this. So the lesson is that when the when opportunity wind comes, you need to set the sails and start sailing. And so you need to define the type grasp opportunities, opportunities in themselves will will not take you home to the hardware, you need still need to say that's a very important lesson around the word opportunity. It's beautiful, isn't it?

### **Kevin Cottam 30:31**

It's magical, really. I mean, it's exactly what we need to know. But we need to get into a state of understanding of what that is. And that is a mindset to be able to do that because so many people are on this narrow thinking that they just bypass that not see the opportunities. Well, we could go into a long way with opportunities but

### **Fredrik Haren 30:52**

but and I said that part about movement and you said that this movement, right, but it's actually it's Yes, it is movement, but it's not only movement, it is the right kind of movement, its movement to something better, just like it's not just any kind of a wind, wind this movement, but it's, it's the wind that takes you back to your harbour it's it's the movement that brings you to a better place. So a lot of people I think are just they are constantly on the move with no direction or purpose. And that is actually not necessarily some I mean, it's not bad, but also not necessarily good. We need to be in every conscious movement, movement with the purpose movement to something better. To me. That's what nomadic mindset means. That's what exploring means. And that's, that's what creativity means.

### **Kevin Cottam 31:36**

Wow. Those are beautiful things. Ah, this is amazing conversation. Honestly. It's very creative. In the flow of it, it flows back and forth between the mindset. No, I'm very curious also because of the year now into the 57th episode. For the year creative. book. And is there something that you have found that is across the board that is similar with all of these people or creativity or the way they think?

### **Fredrik Haren 32:13**

Oh, that's interesting. My biggest insight is that there are so many things about creativity that I did not know that that is. That's my biggest insight that I thought I like I know about creativity. But then I interview creative people. And they're like, Oh, I haven't never thought about that aspect of creativity with which I find sewing electronic sample I like I love to share the example of demand at the moment. So I was interviewing a glass artist in Spain, and she was telling me about how she was doing all these glass sculptures in the beginning, but they always kept cracking and they kept cracking like it takes hundreds of hours to do one. And then at the end, you take it out of the oven, and then it's cracked and it's useless. So she wasted hundreds and hundreds and hundreds of hours and every time it went Crack and she didn't know why. So every time it came up cracked, she gave, she got annoyed. But then she did a new one. But one time she got so annoyed that she said Mira, which means basically crap, or shit, right? So it's the shift moment. And she gets so angry that she decided to go to the university university library and read everything she could about glass. And she just consumed the whole idea of of the chemical reactions and everything, because she wanted to understand why the hell is the

arm is cracking, and then she cracked it. So she realised why they were cracking and she figured out what she was doing wrong, and then she could fix it. So the meat of the moment is, is the positive energy that you get when you fail. And it not every time that you fail, do you get a positive energy but many times you fail and you don't get disheartened or annoyed or and you start over. But sometimes we all had this feeling sometimes when we do something, and we get, we get this positive energy out of it. That's me at the moment. That creates a lot of positive energy and a lot of creativity maybe we could say when Steve Jobs was fired from Apple that was me at the moment because he went in and started Pixar and started looking at what he got like a creative rush out of being fired from Apple and that's what made Apple so much better when he came back. And I've never thought about I mean we talk about encouraging failure, but that kind of implies that all failure is the same but the mere the moment inside shows that some types of failure actually gives you a lot of positive energy and you should be aware of that so when you are experienced and we are in the moment, you should say you should say wow, this I'm now this is like a bigger wave. I should serve this way. Take full advantage of it. I'm in the middle of the moment right now and just serve it because that will create so much positive creative energy. But I've never thought about it like that.

### **Kevin Cottam 34:48**

Hmm, the mere the moment is that me a RDP or

### **Fredrik Haren 34:53**

yeah man out there. It's that it's shift in Spanish basic because she says faddish artists, so she That's what she said like But I don't want to call it a shift moment because it sounds bad. So I put it into me at the moment.

### **Kevin Cottam 35:04**

It's much more beautiful, yes and poetic. It's in many ways, it's like the mayor of the moment in French or it is.

### **Kevin Cottam 35:12**

Yeah, it's like an aha moment. It's

### **Fredrik Haren 35:16**

not it's not a ha moment, because it's different from an aha moment, because an aha moment doesn't necessarily involve a mistake, or, or, or, or a failure. And it's like, it's an aha moment combined with a failure. Hmm.

### **Kevin Cottam 35:31**

Gosh, wow, we could go on forever about this one. But I think that's interesting. So that so one of the things that you found it's similar is that, in many ways is the unknown for you, in that you didn't know about but you learned from, from all of these people? I think that's brilliant. I mean, there's so much out there right from different people and how they explained. Wow, that's very, very exciting. I

### **Fredrik Haren 35:56**

think we should we should, we should define the unknown in two different versions. Right? There's one unknown is things that we just don't know. Like, do we have a soul or not? There's no scientific proof for that the soul exists or not, we might believe that it does or we might not believe that it does. But we don't have proof that it actually physically we cannot explain the soul. So there's something we don't know or if there life on other planets, we don't know. Right? These are those are the totally unknown but then there's all those unknown things that we do know but you don't know yet that someone else can teach you. And those are the much more low hanging fruits of the unknown tree so to speak. Right and those don't those those we should just go after that. What can What does someone else know that I don't know yet. That's just a transfer of knowledge. And it's so much those things that someone like to me at the moment I I didn't know about it. She knew about it. I didn't know about it. Now I know about it. Now I tell you about it. But that's such a simple unknown to make a note.

### **Kevin Cottam 36:57**

Wow.

### **Kevin Cottam 36:59**

This is fantastic. I'm sure that everybody that's listening has a lot of meat at the moment. And hopefully they will use those as is the moments to, to really excel in their lives and to be able to move forward, especially in organisations to find their mere moments on an ongoing basis. Right. And that's another one

### **Fredrik Haren 37:18**

that another one sorry, but not the one that I just interviewed was an illustrator in Switzerland. And he was talking about observing, because he said, I don't define myself as as an artist, I don't decide. I don't define myself as an illustrator, I decide. I define myself and as an observer and said, I just observe what things look like, and then I draw them. And he said, I, I always observe and he said, most people they don't observe. And I say, What do you mean? And he said, Well, I go out into the forest, and I look at everything I see. And I said, well, so do I. And he said, Well, do you really how often do you turn around for example, I said, What do you mean turn around? They said, I turned around every 30 seconds. But I'm walking in the forest because I want to I want to 360 degrees. So what what I am what I experienced it and he said I can follow people in the forest for like 10 minutes, but they will never know that I'm there because they never turn around the so most people are so obsessed with looking forward, right? But he said if you turn around every 30 seconds, you see more much more wildlife in nature, because the animals might hide when you're coming. But then when you pass, they come up again and you can see them if you turn around all the time. Whoa, I've never thought about observing like that. So he's in a totally different level when it comes to observing the world. And now I do that for now. They when I look I'm a much better observer of things. Now after I met this and I see much more faith.

### **Kevin Cottam 38:42**

Yeah, observation. I mean, that's really something that I've really learned a lot about with with nomadic cultures in Mongolia and Kenya and or Morocco is is that observation is an extremely

important part of their existence because they need to know 360 what is around them for their survival, and their observation of being able to see things in a very long distance away, and also short distance is phenomenal. I mean, I was as blind as can be when I was there. And I was like, Oh, I was very upset with myself because I couldn't see things, even though, because I was looking at the right in the right direction for what they were pointing out. But the point is, is that observation is it's something we just don't do. We've lost that. And that's why many of these qualities you're talking about are what we need to bring back in our lives and we need to be more conscious of them. And so that is all sits into the numeric mindset. Oh,

### **Fredrik Haren 39:42**

and then I interviewed them, this blind woman and she said, she had a totally different approach to it. And she said, like what I said, What's the difference? What can we learn from from you, when it comes to creativity as she said, well as for you, normal seeing person and next Normally 20 to 20%, you go around and you look 100 metres ahead, you look 50 metres ahead, you look 10 metres and you're like you're constantly scanning the environment. She said, I can't do that I can only see what's one metre ahead of me which with my cane, and that basically, which means I am much more in the present, and in the absolute next moment after present. So she said, I'm much more living in the moment than you are because you're living in the future, you'd like to see a McDonald's and you're suddenly you're in McDonald's in your brain. I don't know, my policy is there until I'm actually reaching McDonald's, and I can smell it. So and you know, everyone knows that being in the moment is, is not only good for mindfulness and well being it's also good for creativity. But the idea is that she's in the moment and one step ahead of the moment. And they said that that is the sweet spot of creativity to live in the moment and one step ahead and said, that's what we can learn from the blind. So it's totally different from what we just talked about, but it's another approach around looking at creativity. This is not the one Right that that's the purpose of the book is that there are many different ways of looking at the world or looking at creativity. And sometimes you say, oh, let's use the mindset of the observer or the Nomad or one, no, let's use the mindset of the blind, just just focus on what we have and one metre ahead of us. That's a totally different, but both of them don't both of these approaches can be right. Wow,

### **Kevin Cottam 41:21**

oh my god, we could talk forever.

### **Kevin Cottam 41:25**

So many beautiful things to think about. And I'm sure the audience is gonna be blown away by all of this exploration and just, you know, the flow. And I think that's important about what you do. And what you're helping other people to do is to flow from in themselves, and that is creativity is you need to be in the flow for this into, you know, not only being in the moment, but being in the flow, and so is if there's one last thing that you would like to share with the audience or with corporates, that would be very important for For them to do to access that mindset within them, what would that be?

### **Fredrik Haren 42:06**

Okay, so I think that then that would be, it's going to sound like I'm counter count by the country. I'm arguing with myself now. But when I went to North Korea, I asked, I've been there two times I asked what my guides have been there like 10 years. And I said to him, he's a Westerner, but he's been livid going back and forth for 10 years as a teach me something about North Korea that I won't understand for being here for five days.

### **Fredrik Haren 42:33**

And he said, they are just like us.

### **Fredrik Haren 42:37**

They just said they just want most 80% of them but want a really good life for the really nice people and they want a really good life for for their parents and then for themselves and for their family and their society and their country and humanity. And then 20% are assholes. And it's like, that's, that's true everywhere, and it is true everywhere. So the whole idea with this book of finding differences like what how is it Chinese creativity different from Thai creativity. How is it different from Namibian creativity? The whole idea with this book, of course, is to say that all of us are the same. We're all creative human beings. And the more we learn about these different ways of doing things, the more fool human beings to me because I like to say that you're not a human being unless until you've been in India because you cannot understand humanity until you've been to India. It's like you don't you only because that's so different than any other place on Earth. But it's so so human to be there. And so the whole idea is to learn to see the differences. And then then take those differences and use them if it's right. And if it's not, right, then use what you're doing yourself. Like I'm married to Filipino woman. La, and we do things very differently in Sweden than we do in the Philippines. And now when we get married, sometimes I the Swedish way wins and sometimes the Filipino way wins. And the beauty of that is that we are now living better than they do. I mean what what we how we approach life is better than what we did in Sweden, better than what we did in the Philippines, because we're now taking the best of both cultures and combining it and if human beings, like my inner theme is humanity to the cup, this is a good way to end. My inner theme is humanity to the power of ideas for humanity to the power of ideas, what does that mean? It means I believe in the potential of humanity and the power of human creativity. That means that I believe if every human being could reach his or her full creative potential, and, and with open minded enough to pick up all the other ideas that other people have and implement the best one, the world will be a much better place. So that's, that's my mission.

### **Kevin Cottam 44:47**

It's a great mission. My god, it's a fantastic mission, and I can see that you keep on growing and growing, growing and I'm always impressed, Frederick, and did you a great friend, and thank you very much. For also setting me on this course of the nomadic mindset and so many ways. So,

### **Fredrik Haren 45:05**

if I want to join the Euro,

**Kevin Cottam 45:07**

sometimes I think is it and then I say it is me it is exactly what I love and I love to share it with people. And I want to thank you for sharing your nomadism and also your such brilliance and, and being with with everybody else. So, thank you very much for being here with us.

**Fredrik Haren 45:27**

Thank you very much.

**Kevin Cottam 45:32**

You've been listening to the nomadic mindset season one, my name is Kevin caught 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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