

David Ogilvy - The 8 habits of highly creative communities

- Write the headings by changing the adjectives in brackets into nouns.

At Ogilvy, creativity is pervasive. In everything that we do, we live by 8 habits. They represent who we are and how we behave, and are therefore a portrait of our character. They are the eight habits of creative communities.

1. _____ (COURAGEOUS)

Ideas are magical but fragile seeds that require protecting. If we are to fight, if we are to defend and if we are to protect, we clearly need **(1) a spine**. And only by **(2) standing up for what we believe** will we begin to build the most precious commodity in the world: trust. Then, the virtuous circle begins: courage leads to trust, leads to courage, leads to trust, and upwards and onwards we go.

2. _____ (IDEALISTIC)

The people who are crazy enough to think they can change the world are the ones who do. David Ogilvy said: Raise your sights! **(3) Blaze new trails!** Compete with the immortals! Let's dream **(4) humongous** dreams. **(5) Put on our overalls**, go out there and build them.

3. _____ (CURIOUS)

It is only in the open state of curiosity that we can explore and dream. For a start, we have to ask stupid questions, like a **(6) pesky** six-year old. Ray Croc summed it up nicely when he said: when we are green, we grow; when we are **(7) ripe**, we **(8) rot**.

4. _____ (PLAYFUL)

Pablo Picasso said: we are all born children. The trick is to remain one. Necessity may be the mother of invention, but it is **(9) horseplay** that is most certainly the father. All our art, all our science, and all our philosophy have been invented by playful people, not serious people.

5. _____ (CANDID)

Our job requires us to be brutally honest and totally dedicated to the truth. If someone asks for our opinion and we don't offer it, our answer is not only dishonest; it's **(10) worthless**. We only get a spark when the stone and flint are moving in the opposite directions.

6. _____ (INTUITIVE)

95% of our brain is our unconscious. Dreams, premonitions, **(11) gut feelings**, and Freudian slips are all attempts by our unconscious to guide us. We are wiser than we think, and intuition is the art of listening to the guru within us.

7. _____ (FREE-SPIRITED)

Rule 1: there are no rules. Rule 2: never forget rule no. 1. Step inside a **(12) free-spirited**, idea-centric company and you'll notice the air itself is different. Bureaucracy has no place in an ideas agency.

8. _____ (PERSISTENT)

(13) **Dogged** determination is often the only trait that separates a moderately creative person from a highly creative one. Never (14) **give in**, never give in, never, never, never, never. Persistence and determination alone are (15) **omnipotent**. Before them, obstacles vanish into thin air and mountains (16) **crumble** into atoms.

Conclusion: We are what we repeatedly do. Being very good is no good. You have to be very, very, very, very, very good.

- Match the synonyms and definitions below to the highlighted words in the script.

- | | | |
|----------------|------------------------------------|---------------------------|
| () relentless | () all-powerful | () foolish behaviour |
| () instincts | () mature | () get ready to work |
| () surrender | () innovate | () defending our ideas |
| () huge | () annoying | () strength of character |
| () break down | () deteriorate | () of no value / useless |
| | () independent and unconventional | |