

Slow Cooking the Mental Stew

***Turning New Creative Energy
Into Really Cool Things***

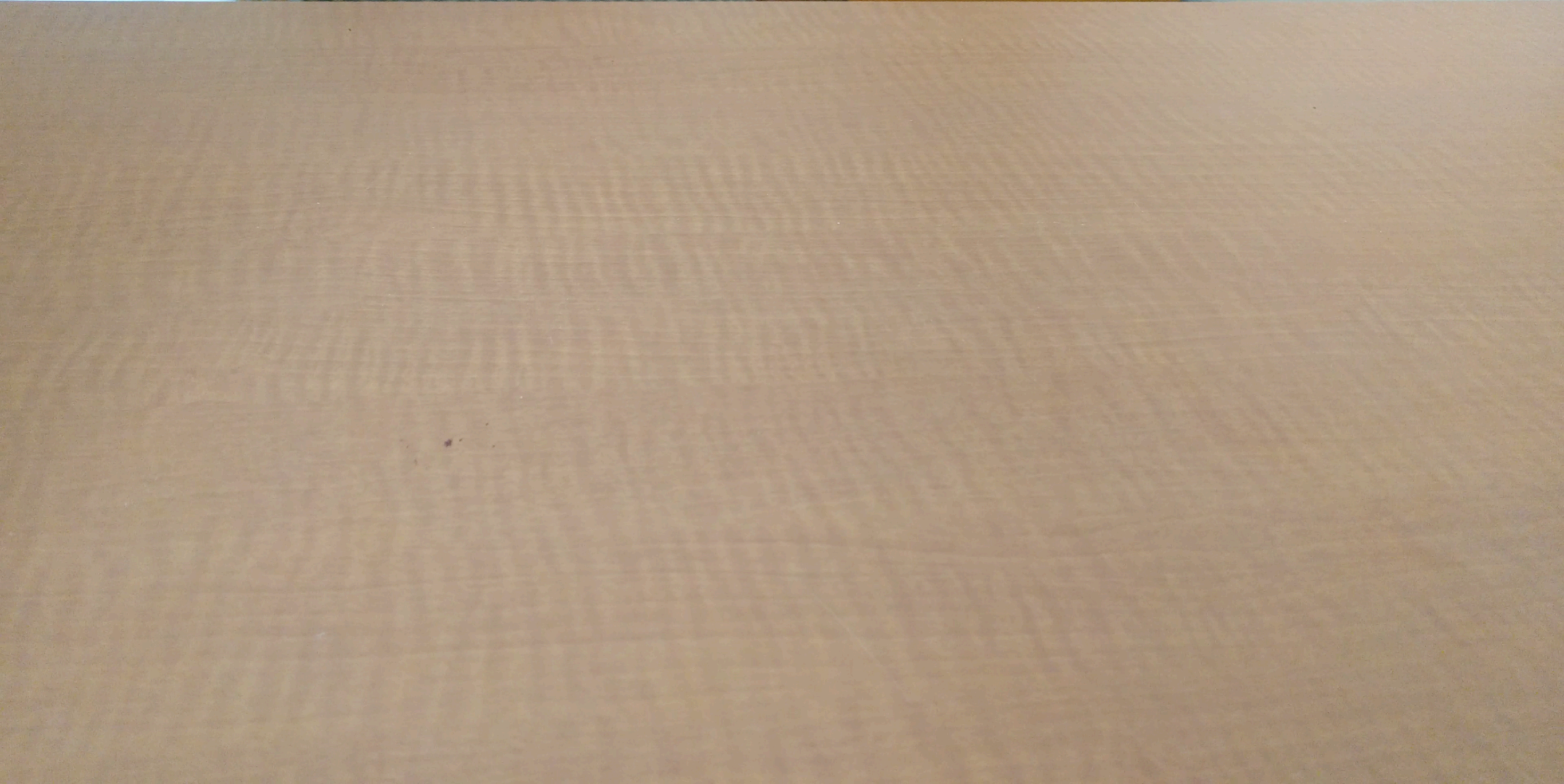
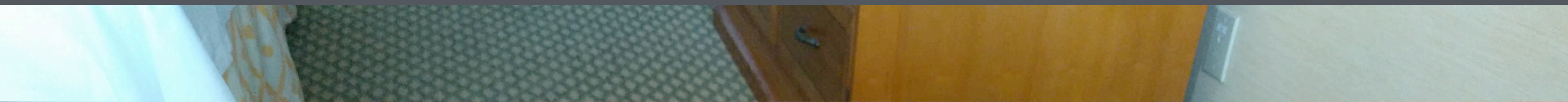
Andy Ihnatko @ihnatko

**This *is* an IT
Conference...**

Misadventure by Phosphoric Acid







Fast Recovery

- ★ **Yup, everything's in the cloud**
- ★ **Luckily, I broke a backup rule**
- ★ **I long ago accepted that Humanity is born to suffer, as sparks fly upward**
- ★ **An Apple Store just a ten minute walk away!**

I Can Be Philosophical

- ★ Hey, I finally figured out how to upgrade the SSD on a MacBook Pro!**
- ★ I was gonna have to get a new one soon, anyway, & this one's better**
- ★ Like all disasters, it lets me be better-prepared for the next one**
- ★ A chance for a slash-and-burn**

**“There *has to* be a way
I can monetize
this experience...”**

A Reliable Bit Of Wisdom:

A foolish and risky thing to do remains a foolish and risky thing, regardless of how many times you've done it without consequence.

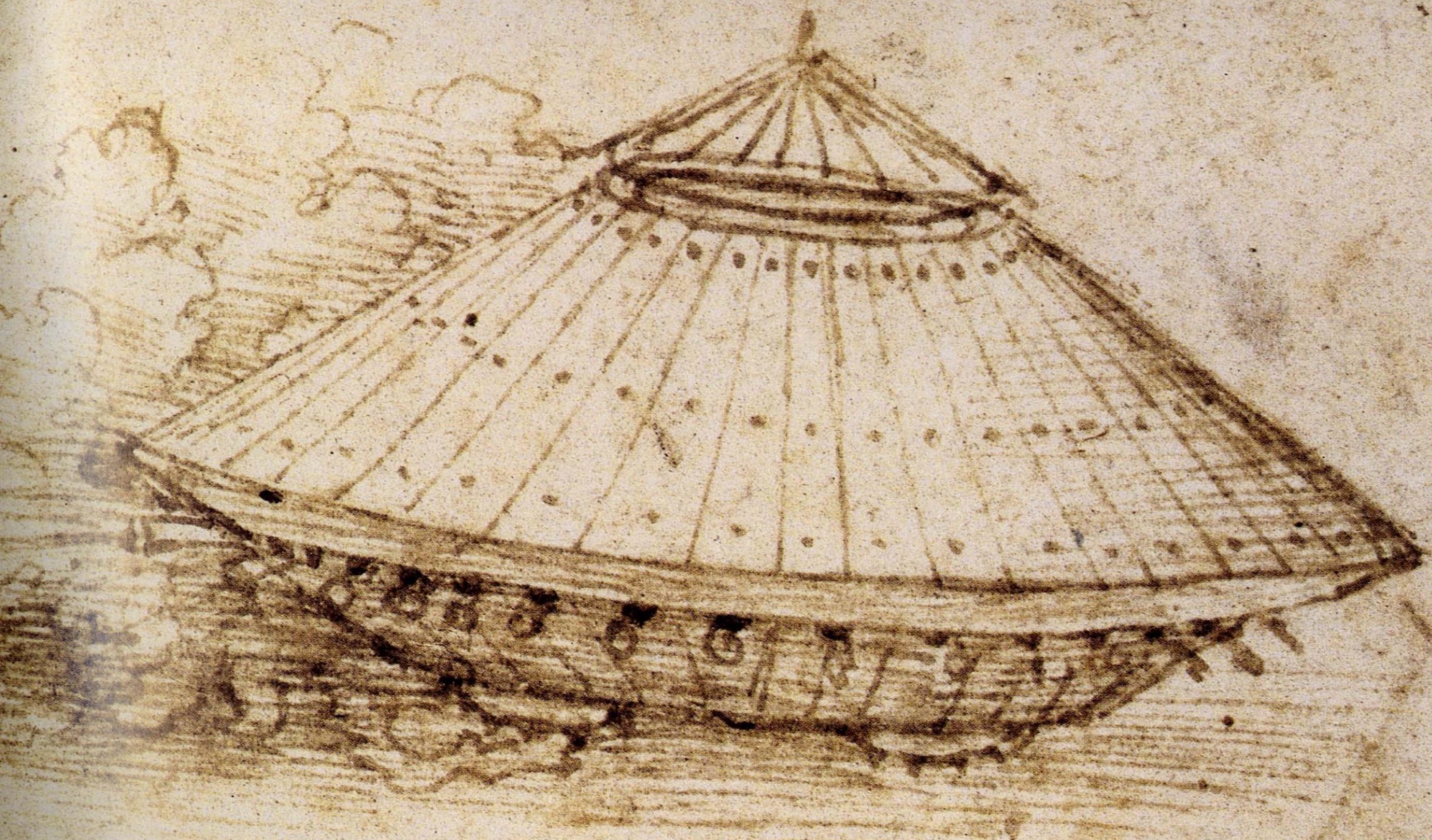
***(We now join our previously-scheduled
topic, already in progress.)***

**Turning Your
New Energy Into
Actual Cool Stuff**

1. Choosing A Direction

Choosing A Direction

**If at all possible,
be omnipotent.**



Handwritten text in a script, likely Georgian, located below the drawing. The text is written in two lines and appears to be a description or title related to the structure depicted above.

Choosing A Direction

**What won't exist unless
you make it or do it?**



Choosing A Direction

**Is it a big idea, or is
it just “one-o-them”?**

Choosing A Direction

**Some of the greatest
ideas ever began as a
heroically-silly
waste of time.**

$$E_0 = H_0 = H_{12}$$

$$-A = H_{12} = H_{21}$$

$$= E_0 C_1 - A C_2$$

$$= E_0 C_2 - A C_1$$

$$\begin{array}{l} \checkmark \frac{E-A}{E+A} \quad \frac{C_1+C_2}{C_1-C_2} \\ \checkmark \frac{E-A}{E+A} \quad \frac{C_1-C_2}{C_1+C_2} \end{array}$$

$$H \psi = (E-A)(C_1+C_2)$$

$$e^{-\frac{i}{\hbar}(E-A)t}$$

$$E = (E+A)$$

$$C_1(0) = 1; C_2(0) = 0$$

$$C_2 = 1$$

$$\sum_i \langle \psi_i | \psi \rangle \langle \psi | \psi_i \rangle$$

$$|\psi\rangle = \sum_i c_i |\psi_i\rangle$$

$$|\psi\rangle \text{ at } t_1$$

holding until t_2

$$\langle \chi | U(t_2, t_1) | \psi \rangle = \sum_i \langle \chi | \psi_i \rangle \langle \psi_i | \psi \rangle$$

$$|\psi(t)\rangle = \sum_i |\psi_i\rangle C_i(t)$$

$$i\hbar \frac{dC_i(t)}{dt}$$





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The Holsteins In DC

The Holsteins take a holiday trip to our nation's capital.

4 photos • 744 views



By: Andy Ihnatko PRO



Choosing A Direction

**Take note of the
things that move you
emotionally or
intellectually.**





Choosing A Direction

- ★ If at all possible, be omnipotent.
- ★ Some of the greatest things began as an passionate and heroic wastes of time.
- ★ Be inspired by the things that move you emotionally or intellectually.

2. Fueling The Fire

Fueling The Fire

The first draft is a lie.





Fueling The Fire

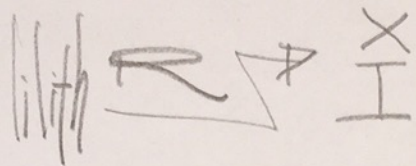
**A positive attitude
affects *every decision.***

Fueling The Fire

**Temporarily switch to
different tools.**

Doom! Tweet - 10min apple done

Sheets!



* BONG! BONG! BONG!

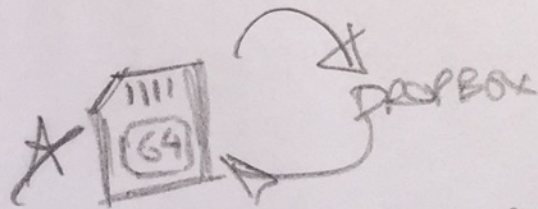
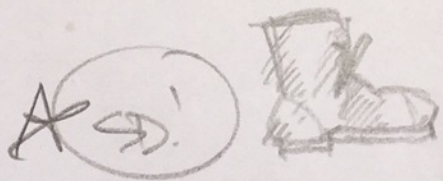
Merlin

* ~~BREAKING~~ BACKUP

* NO CONTENT OPPORTUNITY!
o MONETIZE THIS!
(no-made content)

2013 → 2015
☹️ ☺️

DISASTER PREP

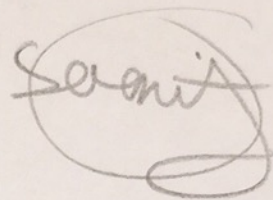


DROPBOX

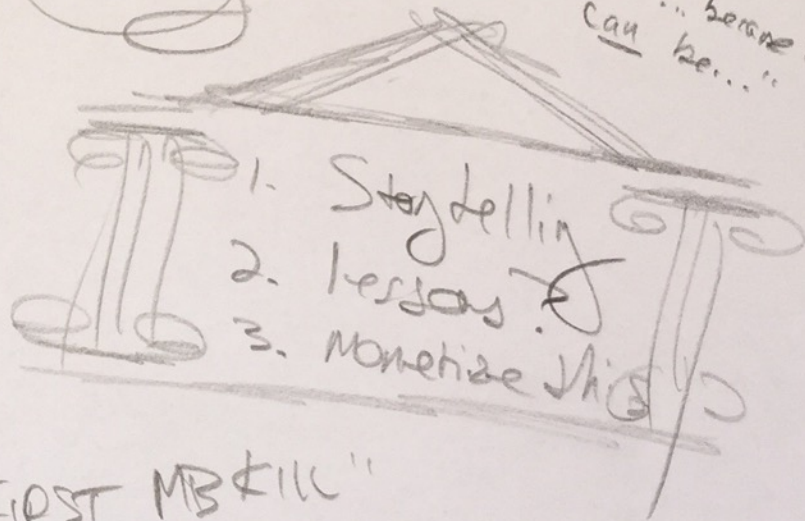
* EASY TO SOLVE
IF JUST 4 (\$!)

* CAN'T FINANCE FAST
BROKE BACKUP RICE
(-134), Thank God.

NOT amongst GODS⁹
belong today



"I'm philosophical... become!
can be..."



1. Storytelling
2. Lessons
3. Monetize this

"FIRST MB\$ILL"

UPGRADE! STORAGE
FORCE YOU CAN

3-year Plan

Fueling The Fire

**Crazy limits help you
define what you think is
important about
this idea.**

Fueling The Fire

- ★ **The first draft is a lie.**
- ★ **A positive attitude affects *every* decision.**
- ★ **Temporarily switch to different tools.**
- ★ **Crazy limits help you define what you think is important about this idea.**

3. Helping Your Brain Help *You*.

Helping Your Brain Help You

Multitasking is a lie.

Helping Your Brain Help You

**Your devices should be
configured as *barriers*
against distraction, not
multipliers.**

Helping Your Brain Help You

**Sleep and exercise help
you to think and focus.**

They aren't optional.

Do you trust me?



What just happened?

Helping Your Brain Help You

**You can't be brilliant if
you're never bored.**

Helping Your Brain Help You

- ★ **Multitasking is a lie.**
- ★ **Use devices as solutions to distractions, not sources of them.**
- ★ **Sleep and exercise help you to think and focus.**
- ★ **You can't be brilliant if you're never bored.**

**A Quote That Keeps
Me Moving**

Without your

**POINT OF
VIEW**

it's all just words.

“The most beautiful
voice possible” requires
Technique, Head,
and Heart.

Thank You!

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Into Really Cool Things***

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