



The Creator's Code The Six Essential Skills of Extraordinary Entrepreneurs

Amy Wilkinson

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Each of us has the capacity to spot opportunities, invent products, and build businesses—even \$100 million businesses.

How do some people turn ideas into enterprises that endure? Why do some people succeed when so many others fail? *The Creator's Code* unlocks the six essential skills that turn small notions into big companies. This landmark book is based on 200 interviews with today's leading entrepreneurs including the founders of LinkedIn, Chipotle, eBay, Under Armour, Tesla Motors, SpaceX, Spanx, Airbnb, PayPal, Jetblue, Gilt Groupe, Theranos, and Dropbox.

Over the course of five years, Amy Wilkinson conducted rigorous interviews and analyzed research across many different fields. From the creators of the companies ranging from Yelp to Chobani to Zipcar, she found that entrepreneurial success works in much the same way. Creators are not born with an innate ability to conceive and build \$100 million enterprises. They work at it. They all share fundamental skills that can be learned, practiced, and passed on.

The Creator's Code reveals six skills that make creators of all kinds of endeavors breakthrough. These skills aren't rare gifts or slim chance talents. Entrepreneurship, Wilkinson demonstrates, is accessible to everyone. The book's insights provide core guidance for success in the new world of work.

The Creator's Code The Six Essential Skills of Extraordinary Entrepreneurs Details

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Karen Briscoe says

Wilkinson illustrates that each of us has the capacity to achieve success at a higher level in business and life! Entrepreneurial success is open to anyone, unlock the creator's code. Karen Briscoe, author and podcast host "5 Minute Success"

Powell Omondi says

An average book that gives the reader 6 key principles for nurturing creativity.

The thoughts and points have been well researched and analyzed and can be of great insight into the current dynamic landscape in innovation and the exponential growth in user needs. These principles are key in any business environment. However, these points are synonymous with any other creativity book out there, only a few points are unique. A good start to creative thinking and building the hunter mindset.

Ying Ying says

Amy's voice is inspiring. She tells us that by learning the 6 essential skills, anyone can become an extraordinary entrepreneur. Her book is worth studying; not only does it contain multiple case studies, but it is deeply captivating.

The skills Amy found through 200 interviews with entrepreneurs that scaled their businesses to 100 million dollar in revenue in 5 years are:

- 1) Find the gap
 - 2) Drive for daylight
 - 3) Fly the OODA loop
 - 4) Fail wisely
 - 5) Network minds
 - 6) Gift small goods
-

Ana says

[1. FIND THE GAP

By staying alert, creators spot opportunities that others don't see. They keep their eyes open for fresh potential, a vacuum to fill, or an unmet need. Creators tend to use one of three distinct techniques: transplanting ideas across divides, designing a new way forward, or merging disparate concepts. I characterize creators who master these approaches as Sunbirds, Architects, or Integrators.

2. DRIVE FOR

Victor says

Learn how to start a business, plus how to look out for problems to be solved in this book. It has a lot of anecdotes driving really basic, but commonly overlooked points. Perfect for any budding entrepreneurs.

Heidi The Hippie Reader says

I received a free copy of this book through Goodreads First Reads. FTC guidelines: check!

For The Creator's Code, Amy Wilkinson interviewed over 200 wildly successful entrepreneurs and narrowed down the skills that they used to create their businesses to an "essential" six. In that way, it reminded me of Napoleon Hill's Think and Grow Rich in that he interviewed hundreds of wealthy people to understand their mind set and reveal it to others. Unlike the New Age, positive thinking slant of Hill's work, Wilkinson relies on scientific studies as well as real world results.

I recently read How to Fly a Horse by Kevin Ashton and it shared some of the stories from The Creator's Code- otherwise, I may have given this read five stars instead of four. It kind of felt like I was covering the same material, which didn't make The Creator's Code any less well researched because it is certainly that. It was just not novel reading for me- a reviewer's bias, I suppose. There are some differences between the two works: How to Fly a Horse focuses on the history of the creative process and uses that knowledge to encourage the average Joe to be creative today. The Creator's Code has distilled the essential nature of creation and lists guidelines that can be used for success in business, art, science, wherever. Both encourage creation, Wilkinson gives actionable steps to take at the individual level whereas Ashton focuses more on the big picture.

My favorite chapter from this is Chapter 5: Network Minds- Solve Problems Collectively. We've recently instituted some collaborative projects where I work and I'm excited to see this creative skill in action. I liked that Wilkerson explored some businesses where they were trying to integrate computer games into the work day to encourage co-workers to help each other and to instill a sense of play into the creation process. I wish that our library management system could be tweaked to do something like that. Imagine how fun that would be!

If you enjoyed The Creator's Code, I highly recommend How to Fly a Horse by Kevin Ashton and Think and Grow Rich by Napoleon Hill. Both of these works share the themes of success and creativity exploration.

Giovanni Alcantara says

Great short book. Relevant and engaging stories, though some are very well-known and stereotypical anecdotes in the startup world. I enjoyed it more than other, similar entrepreneurship books.

Jay says

Good book with some great ideas. It's unfortunate that the author cites some now defunct companies as examples (ex. Theranos). She would be wise to issue a second edition and remove those references. It's kinda like reading an investment book that quotes Bernie Madoff. I probably would give it 4 stars if not for those jarring passages.

Aakash Aggarwal says

This is almost an academic read. Could be one of those pre-reads for 'Entrepreneurial Orientation' or 'Entrepreneurial Thinking' courses. A one-time read that sets the context for entrepreneurship in general. It's great to read a book that celebrates and captures the spirit of creators and their creative energy required to start new pursuits whether in technology, business, art or education.

Katlyn says

Mehhhhhhhh... If I'd actually read the explanation instead of just grabbing it off the library shelf, I probably wouldn't have read it. I don't really care what \$100 million companies are doing well, because they so often come at the price of screwing everyone else in one way or another (as with many of the examples she uses). That aside, the book's tenets are a big DUH and she focuses most of her energy on the stories of the individuals and far less on how you actually build the skills. The fail ratio was one of the only things I gleaned that struck a chord-- it's important to be reminded of these things as a perfectionist myself. Most of the book was repetitive as fuck and really not worth reading, but I did get a few good tips to consider.

Hano-Chan says

A good read, full of wisdom and inspiring ideas shared by great entrepreneurs. I highly recommend it.

"The promise isn't that it will be easy, but that it will be worth it." ~Amy Wilkinson

Meagan says

All of the mentions of Theranos made this an unintentional companion book to So You've Been Publicly Shamed.

(also, a bit awkward that about half of the example companies are losing their lunch to being disrupted themselves)

Brandon says

A fine business history of specific entrepreneurs. The framework for the "code" is a nice summarization, but nothing ground breaking. The 4 stars is more for the freshness and diversity of the entrepreneur set, but also

for the last section relating to small givings of time and effort and how that builds social capital. It seems obvious in hindsight, but comes off as fresh.

Mohammed Hindash says

This book has been fascinating from the first page. At first I didn't know what to expect. However, the skills that were explained in the book have given me great insight on how Creators and innovators develop startup companies and raise them to become competing companies.

The author used many interviews and research to provide these skills and I really recommend this book to anyone who wants some insight into the chaotic yet satisfying process of forming startups.

BefuddledPanda says

I'm truly impressed by the quality of this book. The writing is easy to read but the content also has substance. As with many business books I've read, there's a bit of repetition. However, this book is very well edited for the most part. Each piece, each story is meant to demonstrate a concept or a point to a wide audience. While some of the points are very obvious, they are well thought out and articulated. I started out being very skeptical about what value I would gain from the read since this could easily have been just fluff, but I was pleasantly surprised. I thoroughly enjoyed this read and found it very inspiring.
