

Things a Little Bird Told Me: Confessions of the Creative Mind

Dr. Ravindra Utgikar
Vice President, PRAJ Industries Ltd. Pune



Twitter brand needs no introduction and a book written by one of the co-founders, Biz Stone, created a lot of excitement. In this book, the author discusses birth and journey of Twitter. Additionally, he unveils his success mantra and the learning he gained throughout his life. These are very contemporary and can be harnessed in any business setting. Book paints Biz Stone as a calm guy focused on realizing his vision; not at all perturbed about the fact that he was broke until 35 years of his age. A true—although a rags-to-riches— story of a person who was bombarded by a huge amount of debt and today has a net worth in excess of \$200 million.

Biz Stone's story of coming up with the idea of Twitter is about understanding what exactly people care the most and not as much about not a Eureka moment. Emotional investment, according to author is single biggest investment one can make in his work. He says, "Success isn't guaranteed, but failure is certain if you aren't truly emotionally invested in your work." One should visualize in the mind how working on a particular project would be before taking it on. This facilitates decision whether you should take it up or not.

He was brought up poor; however, he learned early in his life that one shouldn't wait for opportunities but create the set of circumstances that make up that opportunity. His story tells us that until you have achieved your ultimate goals, you should never feel accomplished. He had employment opportunity at Google despite not having a degree. It was surefire way to stable debt free life but he gave it up to answer his heart's calling.

Notwithstanding huge initial criticism from friends and colleagues, he continued to work upon idea with the help of Jack Dorsey, the techie, and Evan Williams. This was the genesis of Twitter. Users wholeheartedly embraced Twitter within no time and it became a huge success. Power of Twitter was well very well received by not just Twitter employees and users in north America but all over the world. The book describes how Twitter gave a lifeline and voice to many who wanted to express views, give updates about the events and let the world know about factual on-ground situation during the watershed events such as Arab spring, Mumbai blasts etc. Twitter was a new

way of broadcasting information/ news to the world and created a strong alternative to news broadcasting bodies that are often manipulated. He reassures readers that everyone can be creative and that creativity is a renewable source. He says, " You might not be a great artist but you sure have a creative streak and are capable of creative thoughts."

According to the author, being compassionate with the people around you is very important. He explains that altruism is not a one way street. When we help others, we are not just giving something away. By helping others, in an interdependent world, we also help ourselves directly or indirectly, he says.

Things a Little Bird Told Me: Confessions of a Creative Mind is an inspirational book that forces people to look at the brighter side of life every single time. It definitely talks about the life of Twitter and its behind-the-scenes stories but without failing to churn out the slightest of learning that one could take away from them.