

UNCOMMON CREATIVITY





HELLO.

I'm Sarah Mehler

FOUNDER & CEO

LEFT FIELD LABS





“The best way to predict
the future is to invent it.”



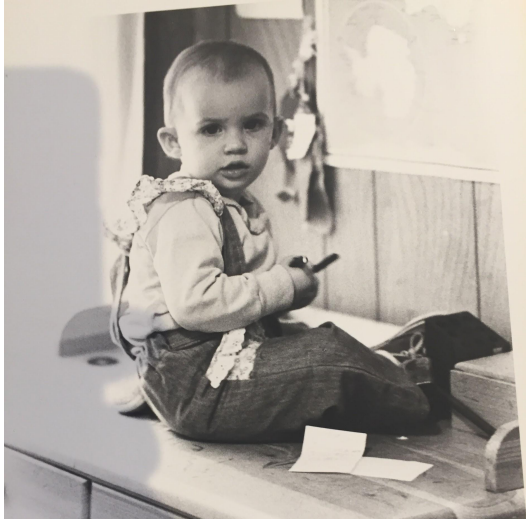
Alan Kay



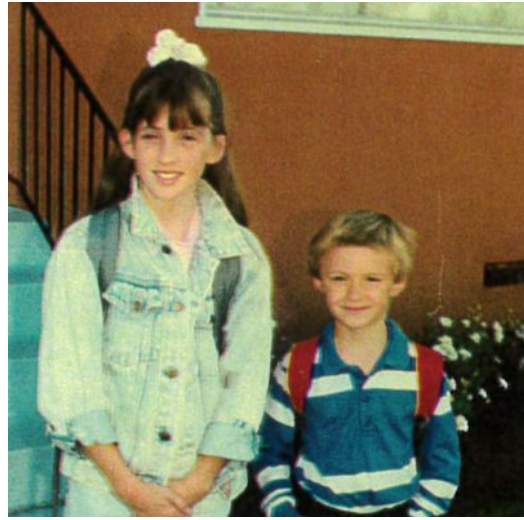
01

BACKSTORY

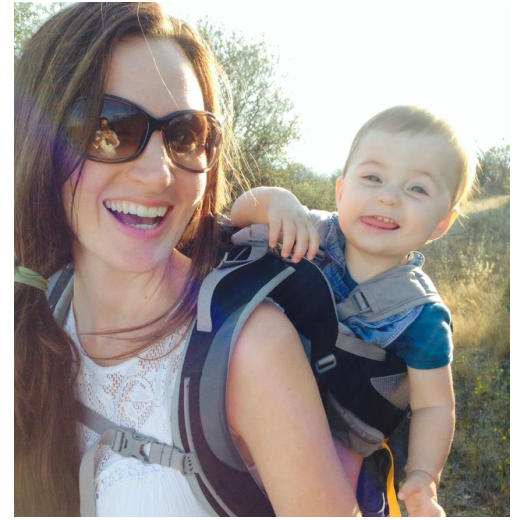




BORN
FARGO, ND



RAISED
EL CERRITO, CA



HOME
TOPANGA, CA



Growing Up





- △ Music as a refuge from the high-school stress of needing to 'belong'
- △ Finding my passion for art
- △ Discovering my unique skills





Persistence pays off



- △ UCLA and Design Media Arts
- △ Moving through perceived limitations
- △ Initially I wasn't accepted into this dept. but persisted until I got in



Often the most rewarding learnings come out of left field

- Working in retail:
 - Lessons in customer service
 - The nonlinear path towards goals





△ Building compassion and fostering empathy

“I think everyone should work in customer service at least once, so they understand the person behind the counter is just a person.”



02

MY CAREER



- △ Business development
- △ Continued education
- △ Networking & giving back
- △ Leaving traditional agency culture
- △ AH-HA moment!





△ Together we are exponentially greater than the sum of our parts.





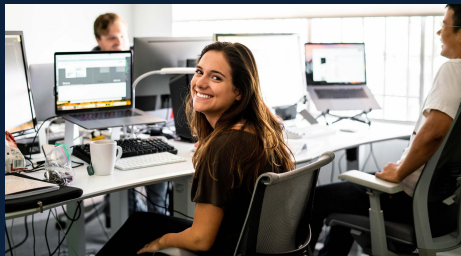
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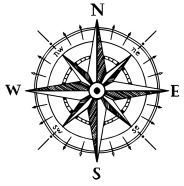


WE ARE



LEFT FIELD LABS





Things that are
experienced by
everyone, endemic
to being human



Our distinctive tool
of choice



To solve our common challenges through *uncommon creativity*.



We seek intuitive
answers that feel right
to our instincts



The barriers, biases
and limitations that
limit progress



Not just out of the
ordinary, but clearly
remarkable



How We Make It Happen



Merging mindfulness and technology to create opportunities that make a difference.

Fostering positive impact in our various communities—and the world at large.

Inviting Left Fielders to strategize monthly on how to best create positive change.

And we use lots of Post-It notes...

Our First Project



Our Reel





AN AVERAGE DAY AT WORK:

- △ Culture: reinforcing our values and ethos
- △ Problem-solving
- △ Building and maintaining relationships
- △ Creative vision
- △ Greater Good: fostering positive impact in the world



MY FAVORITE ASPECTS:

- △ Leading the company through innovation
- △ Leveraging creative technology to better the world
- △ Helping others reach their highest potential
- △ Reaching MY highest potential





USEFUL SKILLS TO CULTIVATE:

- △ Ability to work across different personalities
- △ Collaborative problem solving
- △ Deep listening and ability to remain present
- △ Adaptability and flexibility
- △ Learning there is more than one “right” way



03

ACTIVITY TIME



The LFL INNOVATION LAB





“May you have enough challenges to keep life interesting, and enough love to make it worthwhile.”

Kobi Yamada



04

Q&A





OPEN FLOOR...



THE END.



Growing Up



