IAN TRUITNER



IANTRUITNER



- CEO/Co-Founder of RANDIAN
- Head of Production, Thousand Mile Media
 - Award-winning Film Director
- Masters of Business Administration, Penn State
 - Bachelor of Arts, University of Minnesota
 - Directors Guild of America
 - U.S. Army Veteran

IAN TRUITNER



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- Grew up in St. Paul, Minnesota
- Played the Cello and was in the Chess Club
 - Played Dungeons and Dragons
 - Biracial
- Paperboy, Busboy, Pet Store, Warehouse, Breakfast Cook
 - Army and Theater WTF?





FEAR OF SUCCESS



FEAR OF SUCCESS NOT AFRAID TO FAIL

- Clumsy and accident prone
- Failed twice on entrance exams to military school
- First planned engagement as a naval officer was a colossal debacle, resulting in a demotion
- As a politician, even after leading his country to successful victory in WWII, he was promptly voted out of office

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SIR WINSTON CHURCHILL

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SIR WINSTON CHURCHILL

Greatest Briton of all time (BBC)
Greatest Prime Minister of all time (Telegraph)

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- First tech product was called
 "One of the 10 worst business ideas"
- Ousted from that same company, which he had founded
- Started a new space exploration company, but first three rocket attempts failed

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ELON MUSK

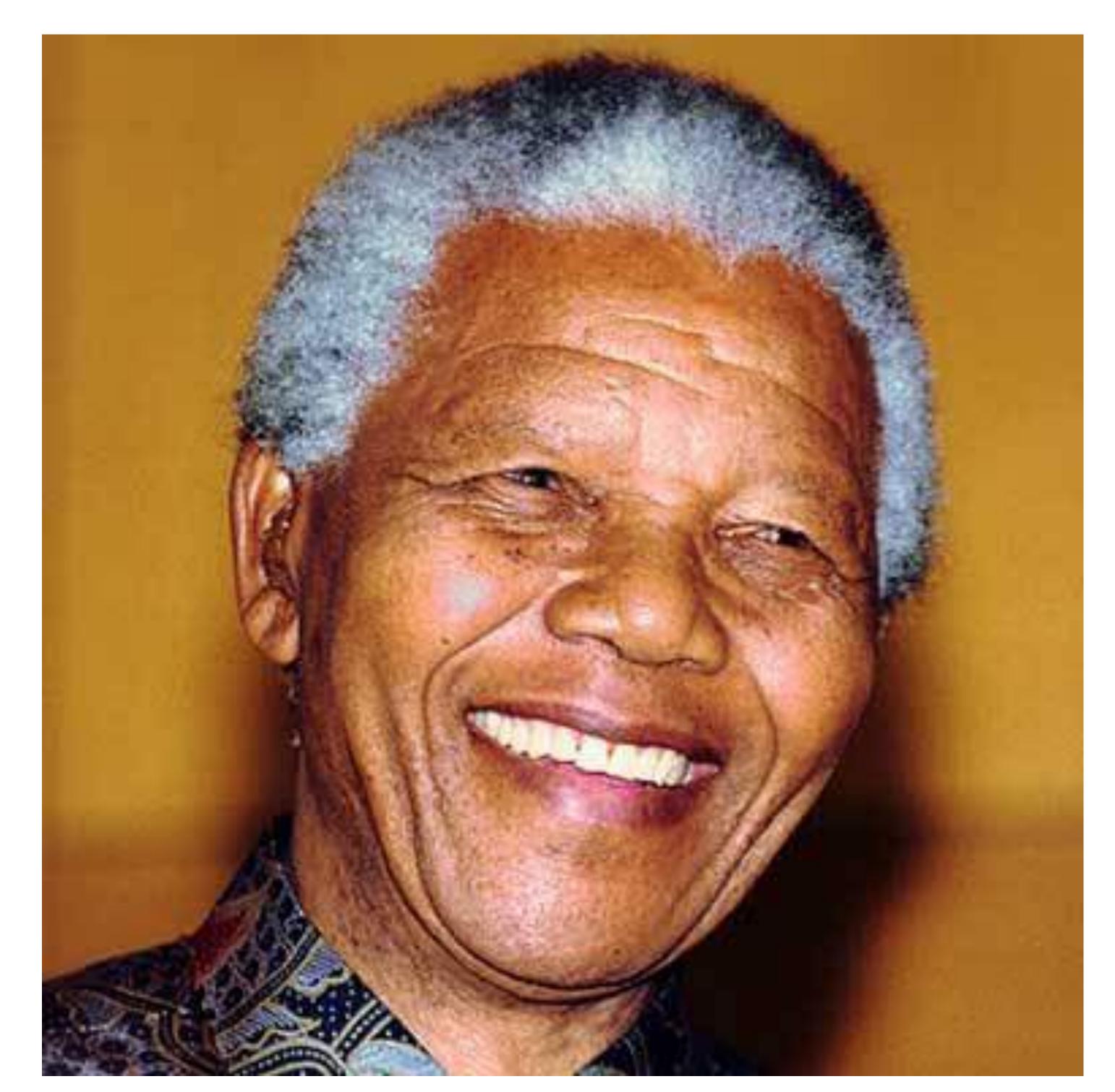
Founder of SpaceX, Zip2, Tesla Motors "Businessperson of the Year in 2013" (Fortune Magazine)

- Repeatedly arrested for seditious activities
- Convicted of conspiring to overthrow the state and put in jail for many years
- Accused of being a communist agitator from people on the political left
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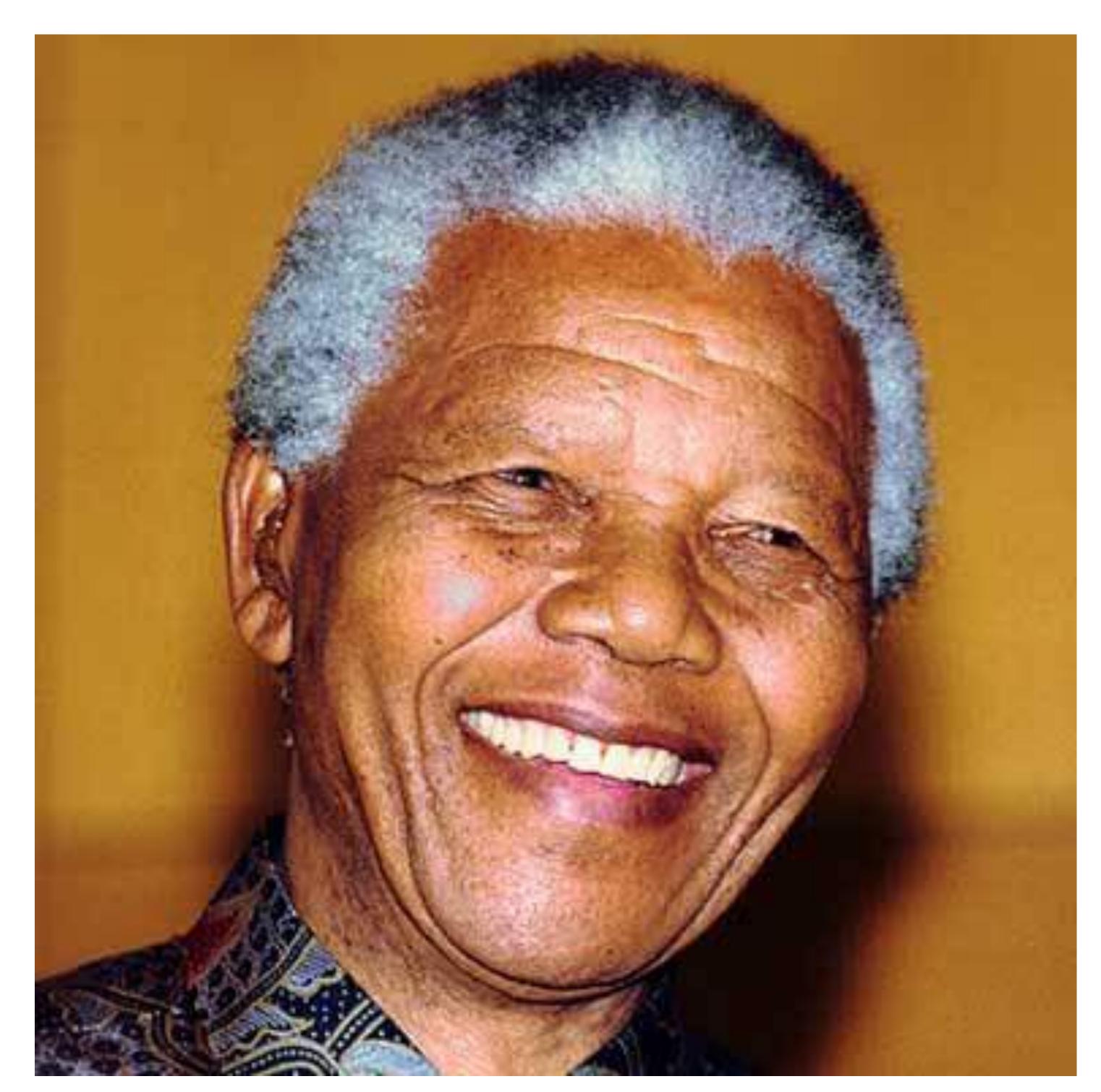


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NELSON MANDELLA

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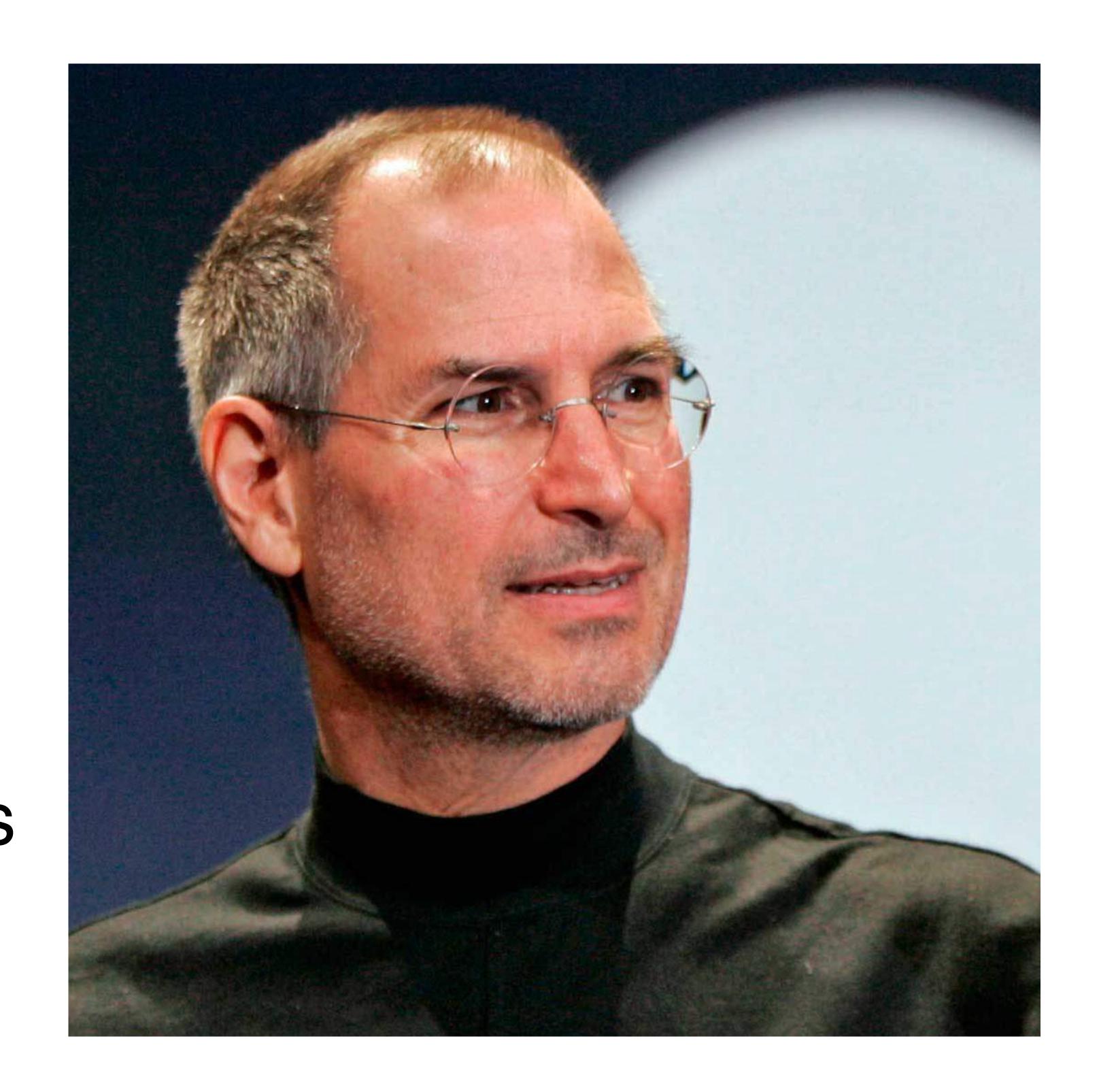


NELSON MANDELLA

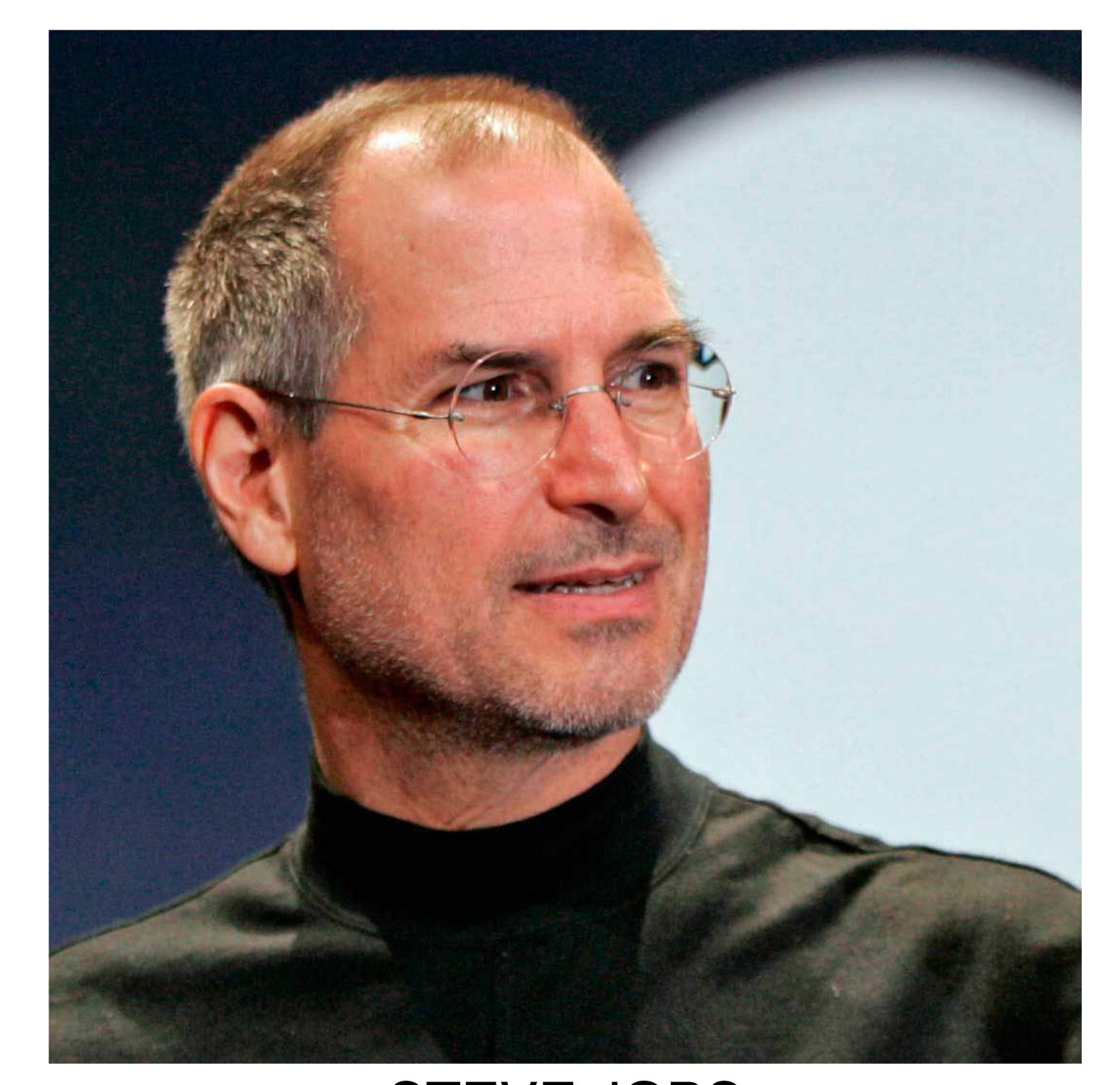
First black President of South Africa Leading role in ending apartheid Nobel Peace Prize

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- Fired by his own company
- Multiple product failures
- Acquired an animation company for \$10MIL that was \$50MIL in the hole a few years later

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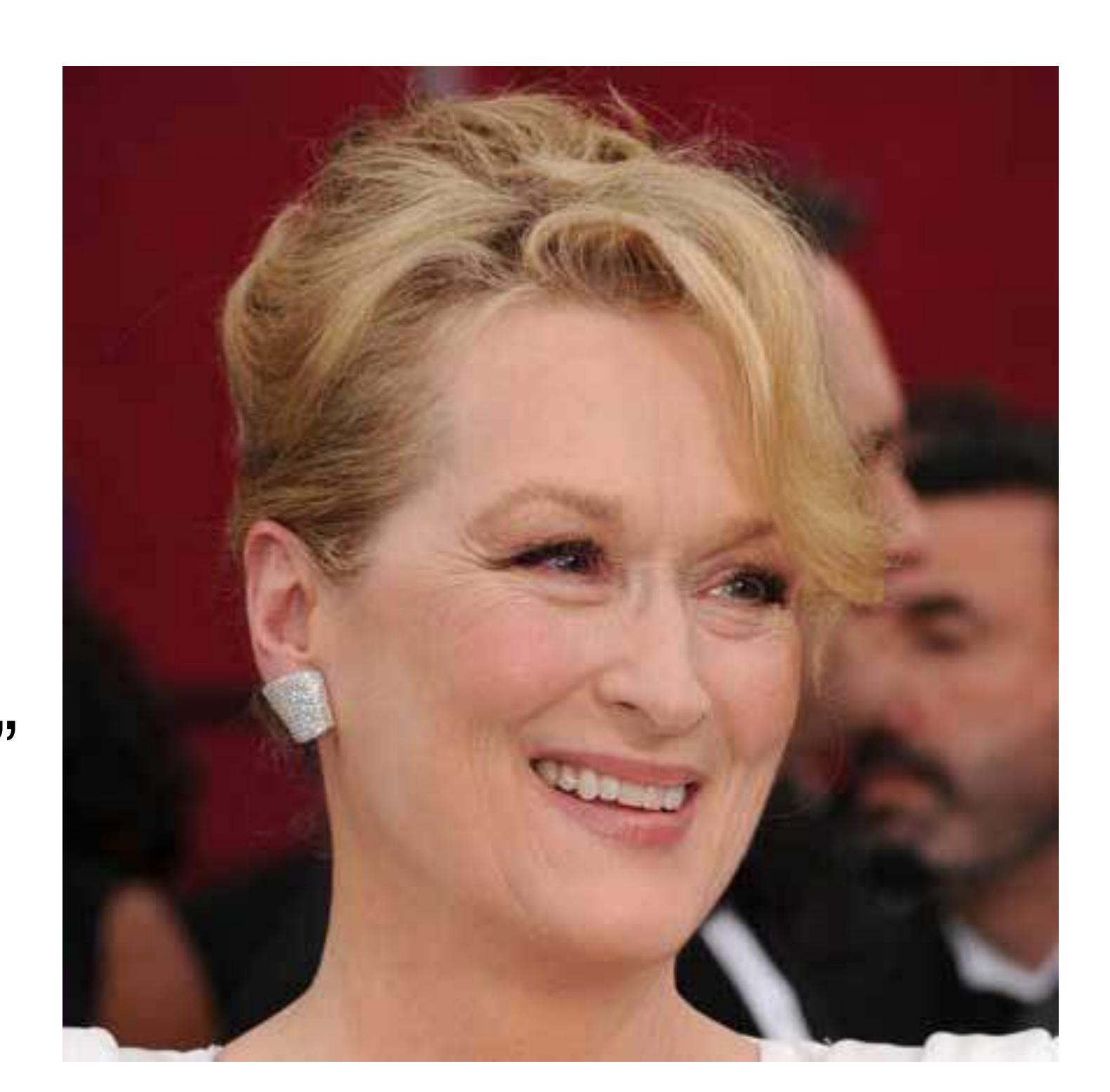


STEVE JOBS

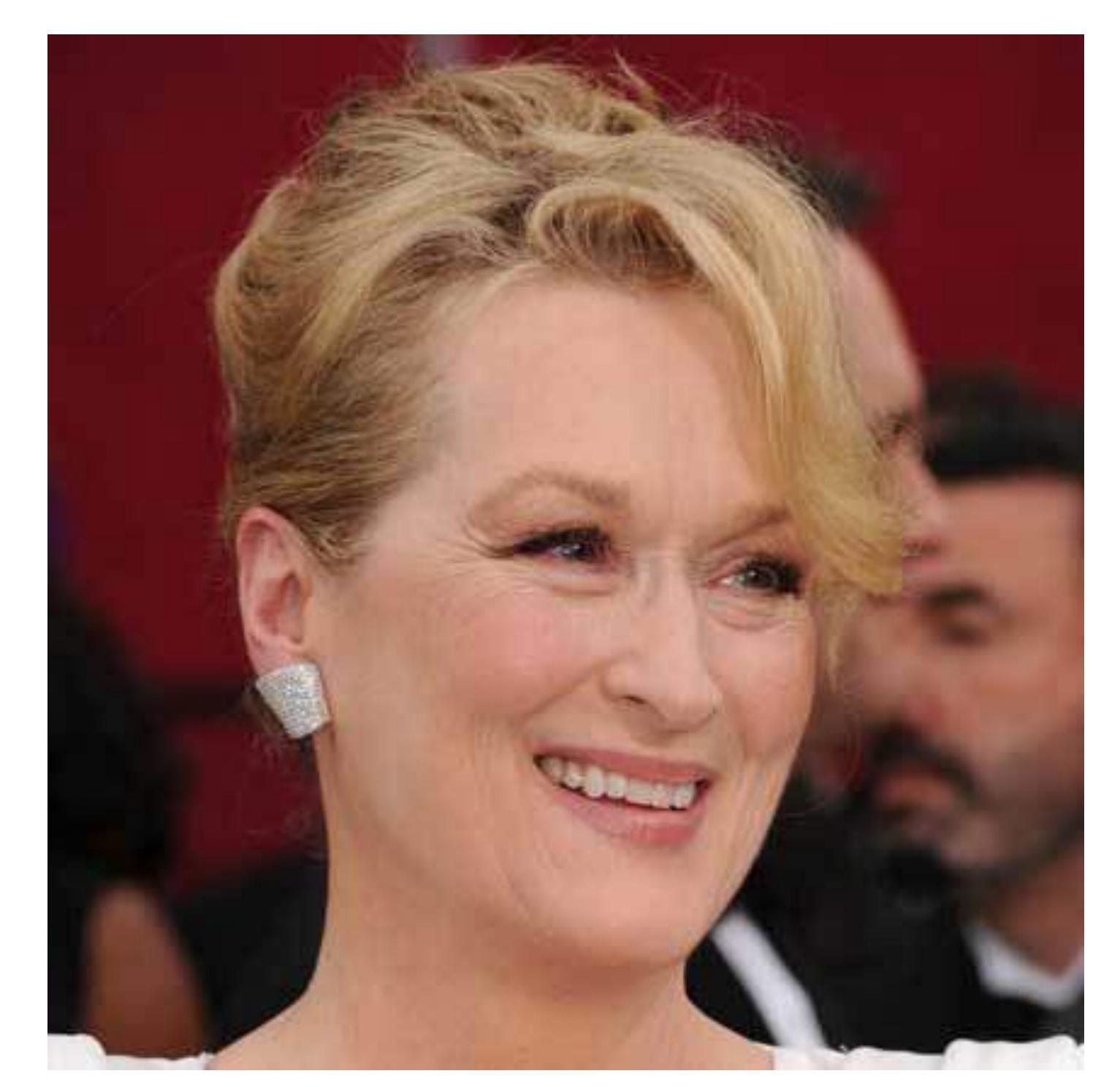
Apple became the most success company in the world Animation company he failed to sell was Pixar, which he later sold to Disney for 7.4BIL

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- After one of her first big auditions was told she was "too ugly" for the role
- Some reviews of her roles: "She mostly looks bored."
- "Adrift and lost" and "Brings the whole film to a stop"

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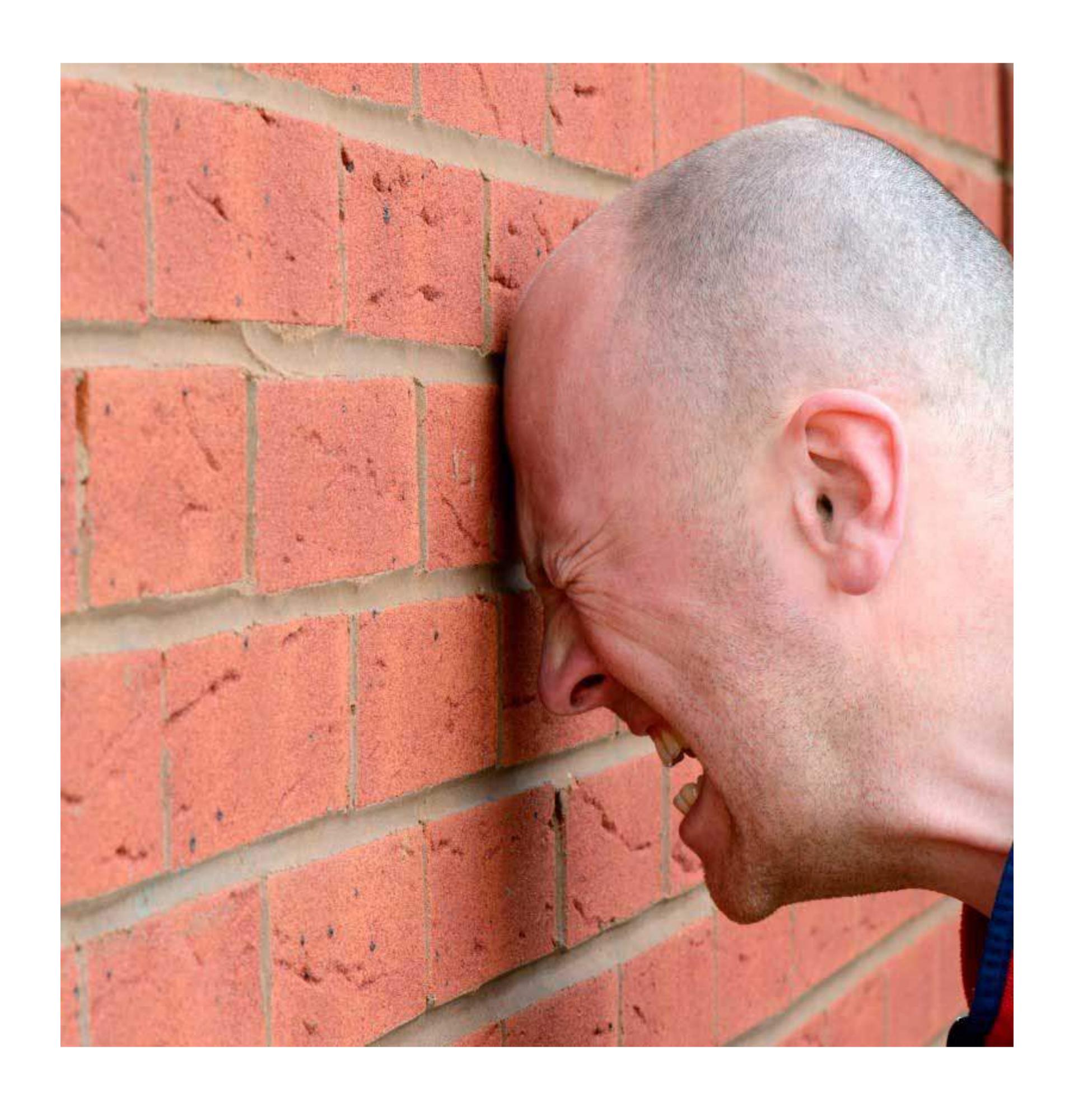
MERYL STREEP

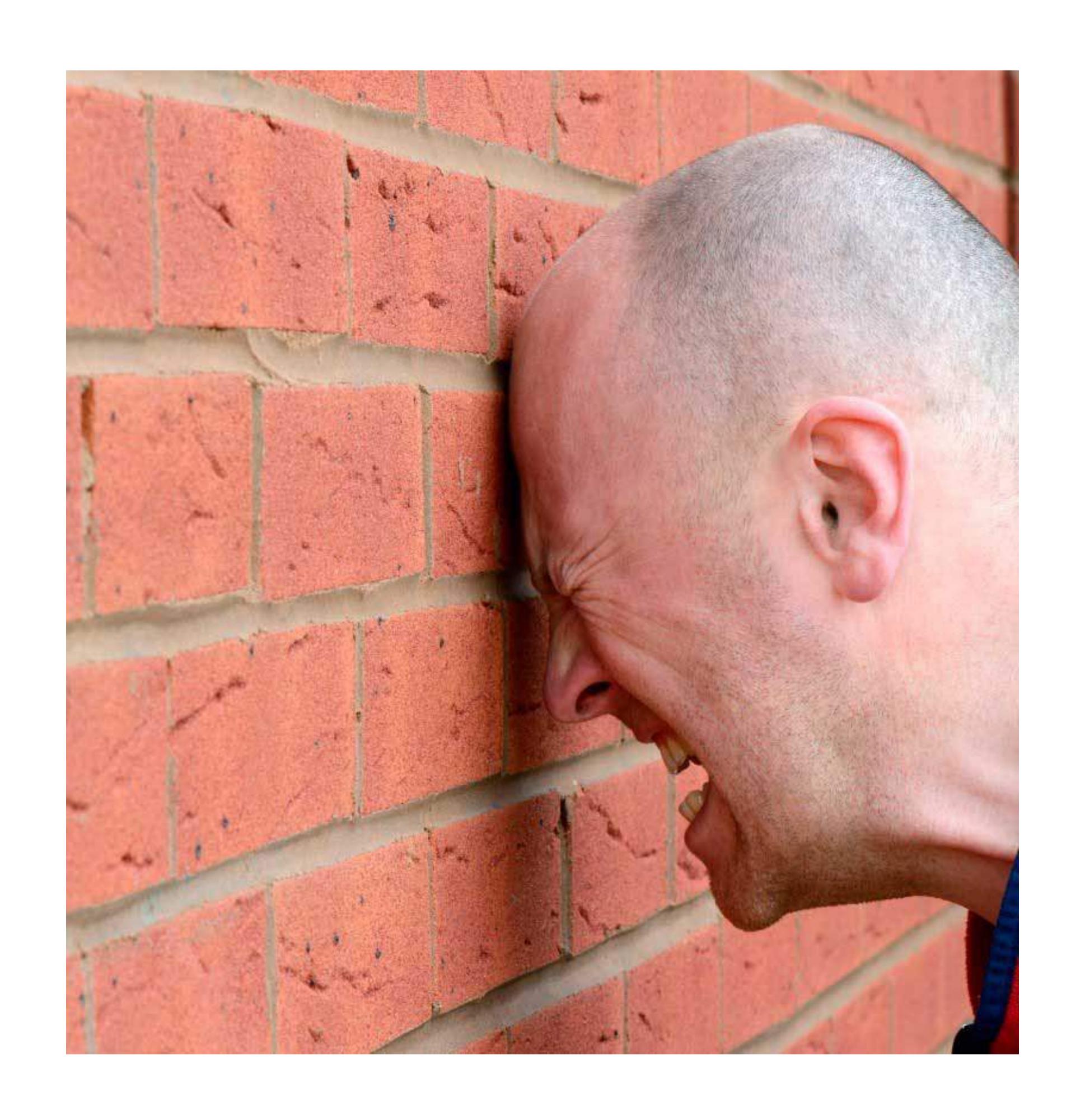
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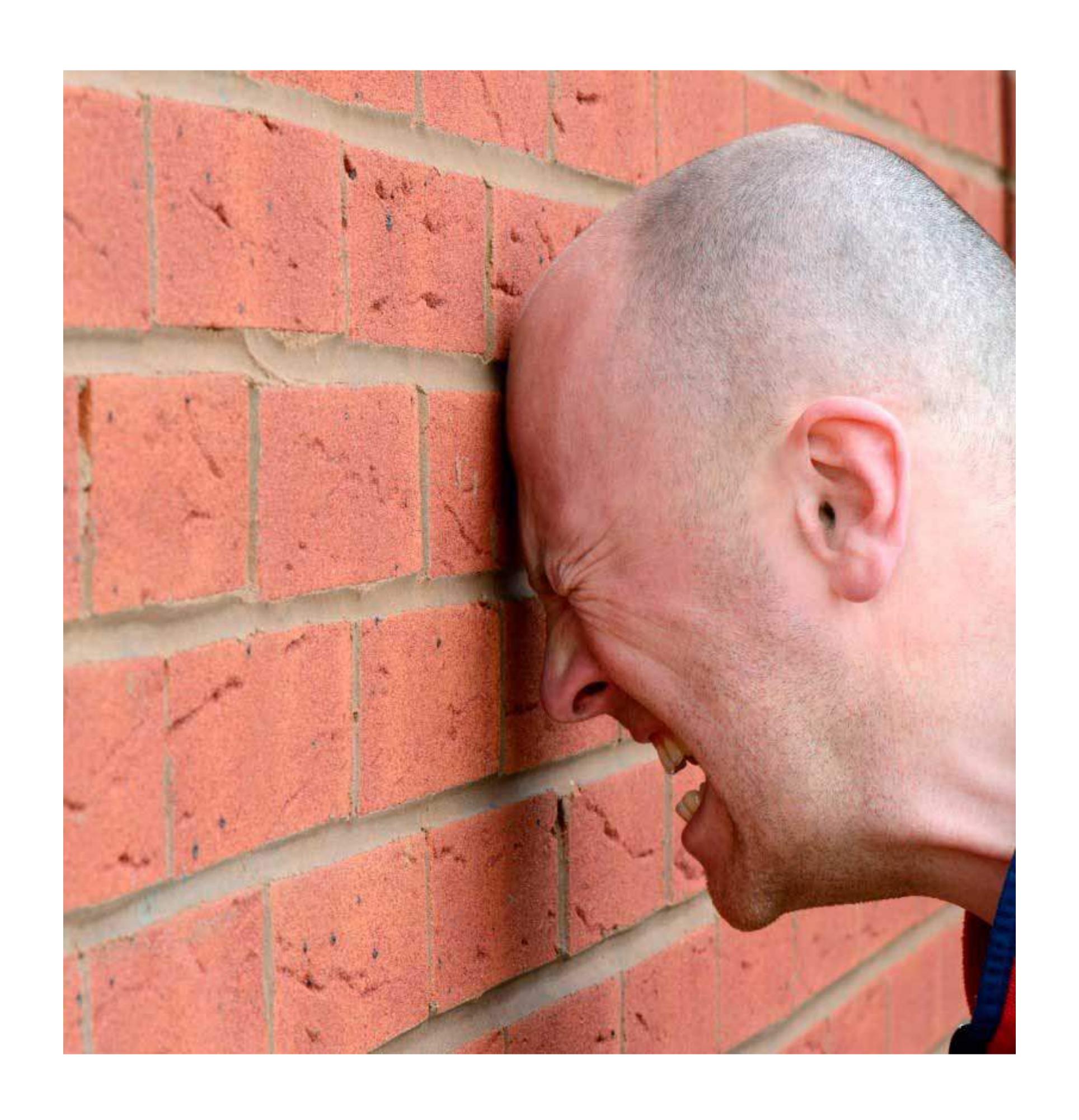
MERYL STREEP

20 time Oscar nominee 3 time Oscar winner





"INSANITY IS REPEATING THE SAME MISTAKES AND EXPECTING DIFFERENT RESULTS"



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- Unknown

HETERODOX SHIFT

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hetero (prefix): a combining form meaning "different," "other," used in the formation of compound words

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hetero (prefix): a combining form meaning "different," "other," used in the formation of compound words

shift: a slight change in position, direction, or tendency



SIR WINSTON CHURCHILL



SIR WINSTON CHURCHILL

Avid landscape painter





ELON MUSK



Dons face paint and the body glitter at Burning Man



NELSON MANDELLA



NELSON MANDELLA

Ballroom dancer and performed in a drama society play in college



STEVE JOBS



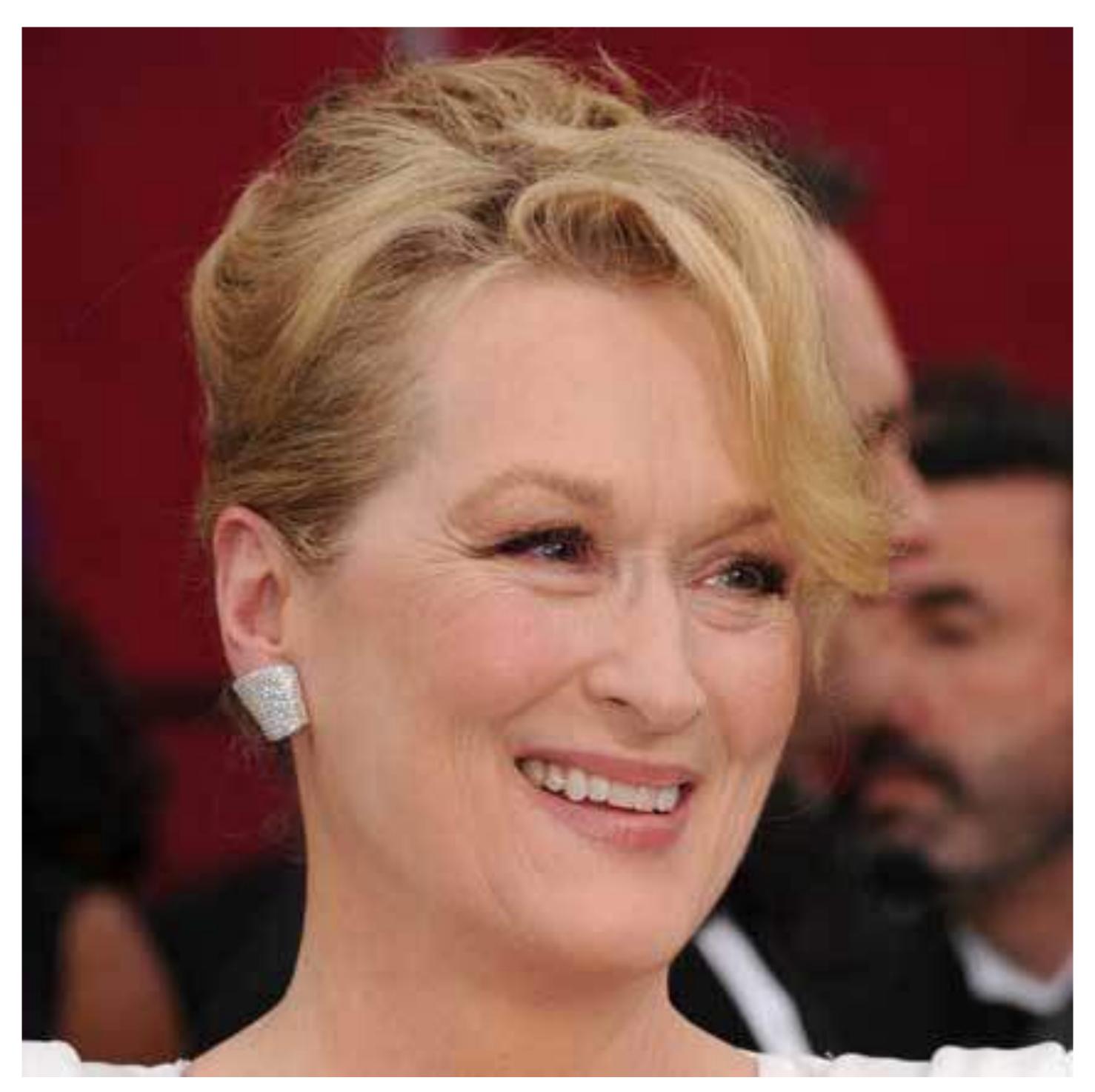
STEVE JOBS

Audited calligraphy class, which influenced design principles of Apple products

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Score: 10/17
Kitchen
far enough to allow entry.
enter house
Kitchen
You are in the kitchen of the white
house. A table seems to have been used
recently for the preparation of food. A
passage leads to the west and a dark
staircase can be seen leading upward. A
dark chimney leads down and to the east
is a small window which is open.
Un the table is an elongated brown
sack, smelling of hot peppers.
A bottle is sitting on the table.
The glass bottle contains:
 A quantity of water
>get all
kitchen table: What a concept!
brown sack: Taken.
glass bottle: Taken.
quantity of water: I can't reach that.
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MERYL STREEP



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Originally applied to law school, but overslept the morning of her interview



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"Acting is not about being someone different. It's finding the similarity in what is apparently different, then finding myself in there."

WHAT'S YOUR HETEROXY?

HOW WILL YOUR FAILURES MAKE YOU SUCCESSFUL?