So they invited me to talk to you about college and career readiness.

“...bold strategy Cotton, let’s see if it pays off for ‘em”
First, a little background.
Then this happened.
Then I did this.
5 years later.
Who are these guys?
We’re a problem-solving digital marketing agency in Long Island City.
My grandmother once forwarded me an email...
By printing it out and mailing it to me.
She was a Digital Immigrant.
We’re Digital Natives.
We’ve had an exciting last few years.
Selected Work
23 Book Launches

The New York Times  WALL STREET JOURNAL

amazon.com  USA TODAY  THE GLOBE AND MAIL

Best Sellers
Biggest Brand in Tourism
Explore NYC's beating heart and one of the world's most vibrant streets!

Start Walk

Empire State Building

No visit to New York City is complete without a stop at its most iconic landmark: The Empire State Building. Complete in 1931, this Art-Deco masterpiece tops out at a dizzying 1,454 feet. From its observation decks on the 86th and 102nd floors, visitors can experience a 360-degree panoramic view of the entire city (and then some!).
Why I love it.

Right brain.  
Left brain.

We  
Don’t  
Use  
These

Lots of this.
“I work at a machine tool automation company. We build the machines that build the cars. High school wasn’t for me. I didn’t respond well to being lectured and having things jammed into my brain. So I started out sweeping floors at the factory, then I got moved into the saw shop, and now I do electrical installation. I’m up to $17 an hour now. And I’ve started studying PLC so I can move up even further. There’s actually a lot of opportunity in my field. There’s not much competition. Nobody my age wants to do this stuff. They all want to go to art school or make video games or something. I think maybe it’s because too many people are being told to do whatever they want. Because no matter what you think you can be, there’s still gotta be people like me.”
Where are we going wrong?
Convention
Business Plan
We wrote the business plan for Digital Natives Group in 2011...
We wrote the business plan for Digital Natives Group in 2011...

...we last looked at it in 2011.
Flash
“We had the kids write social media posts...”
“Oh, they wrote and produced a commercial...”
What do we need?
I’m not hiring
for what you’ve done
We can teach them the hard skills
I’m not hiring for what you’ve done, but for what you could do.
I need someone who...

- Has worked on teams
- Knows their own strengths and weaknesses
- Can navigate a dynamic environment
- Has acted in a leadership role
“Look for young men and women who can one day lead your agency. Is there any way of predicting the capacity to lead?...If they were leaders between the ages of 18 and 22, the odds are that they will emerge as leaders in middle life.”
Campfire Moments
AIN'T NOBODY GOT TIME FOR THAT
The Crown Princes of Royal Dutch Shell

- Power of analysis
- Imagination
- A sense of reality
- The helicopter quality
“Brains? It doesn’t mean necessarily a high IQ. It means curiosity, common sense, wisdom, imagination and literacy.”

Ogilvy
“cross-disciplinary literacy”
“cross-disciplinary literacy”

-Common Core Standards
• Safe space for failure
Perfectionism
Perfectionism
Perfectionism

Paralysis
“Perfectionism is spelled p-a-r-a-l-y-s-i-s,”
- Winston Churchill
• Safe space for failure
• Reflective of real-world environment
• Educating the whole person
• Collaborative projects across disciplines