

PTTOW!NXT
IKIGAI
2023

TRENDS & INSIGHTS



A NOTE FROM PTTOW!

The 2023 PTTOW! Nxt Summit featured conversations and ideation sessions with culture-shapers, PTTOW! Mentors, and the next generation of leadership from a wide array of industries.

This report was designed to give you a glimpse into some of the Summit moments you may have missed and help you carry the connections and lessons learned through the remainder of 2023 and beyond.

Leverage this document as a resource tool: Scan the sessions, explore the links, and feel free to pass along to friends and colleagues.

With love,
Your Friends at **PTTOW!**

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TRENDS & CULTURE

CHAPTER 1

Click to jump to a session

FEATURED

PTTOW! NXT SUMMIT SESSIONS:

**WHAT'S HOT? //
UNPACKING A TREND**

**CONTENT CURRENCY // DIVING
INTO THE CREATOR ECONOMY**

**TURN IT UP! //
MUSIC COLLABS POWER
BRAND RESONANCE**

**THE WRITE TRACK //
AI: COPYRIGHT, OWNERSHIP &
THE FUTURE OF CREATIVE**

WHAT'S HOT? // UNPACKING THE DNA OF A TREND

"76% of social media users have purchased something they saw on social media." - [Forbes](#)



CHRIS DETERT

Chief Communications Officer

"Trends are cyclical and always come back around. Think of all the most creative outlets - music, fashion, beauty, and design. All are driven by trends and they all come back around, if you wait long enough."

FEATURED MENTORS:



CHRIS DETERT
CHIEF COMMUNICATIONS
OFFICER // INFLUENTIAL



MARCUS SANDIFER
GENERAL COUNSEL, VP OF
BUSINESS & LEGAL AFFAIRS,
& CORPORATE SECRETARY //
CELSIUS



LIN DAI
CEO // ONEOF



WHAT TO DO NXT?!

TRACK WHAT'S HOT:

➤ [TRENDWATCHING.COM](https://www.trendwatching.com)

READ MORE ABOUT THE POWER OF TRENDS:

➤ [THE TIPPING POINT BY MALCOLM GLADWELL](#)

➤ [THE INNOVATOR'S DILEMMA BY
CLAYTON M. CHRISTENSEN](#)

➤ [THE LEAN STARTUP BY ERIC RIES](#)

➤ [THE SIGNAL AND THE NOISE BY NATE SILVER](#)

➤ [QUANTUM MARKETING BY PTTOW! MEMBER -
RAJA RAJAMANNAR](#)

CONTENT CURRENCY // DIVING INTO THE CREATOR ECONOMY

“More than 2 out of 3 creators prioritize brand-audience fit; brand-audience fit also eclipses general brand popularity.” - *Deloitte*



QUANTASY
+ ASSOCIATES

WILL CAMPBELL
CEO


“If you want to come up with new answers, you have to ask new questions.”

FEATURED MENTORS:

 **WILL CAMPBELL**
CEO // QUANTASY & ASSOCIATES

 **JESSICA WILLIAMS**
HEAD OF PARTNERSHIPS // SHOPIFY

 **ADAM BAUER**
SVP, PARTNERSHIPS // FAZE CLAN

 **MARC WEINSTOCK**
PRESIDENT, WORLDWIDE MARKETING & DISTRIBUTION // PARAMOUNT PICTURES



WHAT TO DO NEXT?!

CHECK OUT:

- 2023 IS THE YEAR MARKETERS WILL UNDERSTAND, MEASURE AND BUY INTO THE CREATOR ECONOMY
- THE CONTENT CREATOR ECONOMY
- THE CREATOR ECONOMY COULD APPROACH HALF-A-TRILLION DOLLARS BY 2027

SIGN UP:

- THE INFORMATION'S CREATOR ECONOMY NEWSLETTER BY KAYA YURIEFF

GET INTO THE MINDSET:

- THE CREATOR ECONOMY: WHAT MAKES CONTENT CREATORS TICK

TURN IT UP! // MUSIC COLLABS THAT POWER BRAND RESONANCE

“37% of listeners are more likely to purchase from a brand that partners with a musician that they like, while only 24% are more likely to purchase from a brand that partners with a non-musical personality that they like.” – [The Harris Poll](#)



JESSE KIRSHBAUM

Founder & CEO

“Use music as a vehicle to forge deep, meaningful connections with your consumers. Whether live events, a fun jingle or an artist spokesperson, brand teams need to be asking: What is our music strategy?”

FEATURED MENTORS:

Nue **JESSE KIRSHBAUM**
FOUNDER & CEO // NUE AGENCY



THUNDERSTORM ARTIS
SINGER, SONGWRITER

Epic **JOHN KIRKPATRICK**
SVP, BRAND MARKETING //
EPIC RECORDS



ROB FROHLING
CRO // SPIN



WHAT TO DO NXT?!

STAY IN THE MIX:

➤ [BEATS + BYTES NEWSLETTER POWERED BY NUE](#)

SEE HOW OTHERS ARE CREATING:

➤ [PARISIAN LUXURY FASHION AND MUSIC INDUSTRY MELD WITH RECENT CREATIVE COLLABORATIONS](#)

➤ [WATCH BRANDS BORROW SOME OF MUSIC'S COOL](#)

➤ [20 MUSICIAN BRAND COLLABORATIONS YOU NEED TO KNOW ABOUT](#)

➤ [ADIDAS ORIGINALS BRINGS ITS MUSICAL HERITAGE TO A NEW GENERATION OF CREATORS](#)

THE WRITE TRACK // AI: COPYRIGHT, OWNERSHIP & THE FUTURE OF CREATIVE

“Americans are split on whether AI-generated written work can be as good as that created by a human. 44% said yes, while 40% said no. 36% said AI work can actually be better than content written by a person, but 47% disagreed.” - [Hootsuite](#)

WHAT TO DO NEXT?!

FEATURED MENTORS:



Mondelez
International



JON HALVORSON
GLOBAL SVP, CONSUMER
EXPERIENCE // MONDELEZ
INTERNATIONAL



JUNG SUH
CBO // MYTHICAL GAMES



SHELLY PALMER
PROFESSOR OF ADVANCED
MEDIA IN RESIDENCE AT
SYRACUSE UNIVERSITY'S S.I.
NEWHOUSE SCHOOL OF PUBLIC
COMMUNICATIONS



SAM BERGEN
CHIEF MARKETING OFFICER //
ILLUMINATION

JON HALVORSON

Global SVP, Consumer Experience

“The future of creativity is remarkable brands, operationalized by AI and delivered with empathy.”



UNDERSTAND WHAT'S AHEAD:

- EXPLORING THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE CREATIVE INDUSTRY
- HOW GENERATIVE AI COULD DISRUPT CREATIVE WORK
- HOW GENERATIVE AI CAN AUGMENT HUMAN CREATIVITY
- BEYOND COPYRIGHT: TAILORING RESPONSES TO GENERATIVE AI & THE FUTURE OF CREATIVITY
- AI ART COPYRIGHT RULING INVITES FUTURE BATTLES OVER HUMAN INPUTS
- CERTIFIED HUMAN - THE FUTURE OF COPYRIGHT LAW

REPRESENTATION & BREAKING BARRIERS

CHAPTER 2

Click to jump to a session

FEATURED

PTTOW! NXT SUMMIT SESSIONS:

**RICHES IN NICHE // F1
FEMALE FANDOM & STEM**

**BUILD A BIGGER TABLE //
ACCESSIBILITY & INCLUSION**

**WORDS TO LOSE & WORDS
TO USE // PUBLIC SPEAKING
& HOW TO CARRY YOURSELF
WITH CONFIDENCE**

RICHES IN NICHEs // F1 FEMALE FANDOM & STEM

“Gender gaps persist not only in STEM fields, where women make up only 34% of the workforce but also in sports. By age 14, many girls drop out of sports 2x faster than boys, with factors such as lack of access to sports opportunities and limited facilities.”

- NGC Project & Women Sports Foundation

WHAT TO DO NEXT?!



ROKT

SRISHTI GUPTA

Chief Product Officer

FEATURED MENTORS:

ROKT **SRISHTI GUPTA**
CHIEF PRODUCT OFFICER // ROKT



SARAH ZURELL
CMO // CHINESE LAUNDRY

ASH VANDELAY
MOTORSPORT INFLUENCER &
CONTENT CREATOR



ASHLEY SCHAPIRO
VP, MARKETING, MEDIA,
PERFORMANCE & ENGAGEMENT



“Together with Oracle Red Bull Racing, we are breaking barriers, fostering diversity, and inspiring future generations to enter fields of work that have predominantly been male dominated. We’re committed to driving representation, not only in the world of Formula One, but also in the broader STEM and esports. Both companies believe that there aren’t enough young women pursuing STEM degrees or motorsports due to historical and psychological barriers - and we are committed to creating the spaces and opportunities for women around the world.”

BRIDGE THE GAP:

- HERE’S WHY WE NEED MORE WOMEN & GIRLS IN STEM
- HOW 2023 SOLIDIFIED THE MARKET POWER OF WOMEN
- BUILDING WINNING TEAMS THROUGH DIVERSITY FROM THE OFF THE TRACK SERIES

INSPIRING THE NEXT GENERATION:

- INSPIRING THE NEXT GENERATION OF WOMEN ENGINEERS
- NASA AWARDS \$5 MILLION TO WOMEN’S COLLEGES TACKLING STEM GENDER GAP
- WOMEN IN MOTORSPORT: THE REVOLUTION
- ANNOUNCING “ROKT THE RIG”, THE GLOBAL TALENT SEARCH FOR FEMALE F1 SIM RACERS

BUILD A BIGGER TABLE // ACCESSIBILITY & INCLUSION

“When it comes to choosing brands, 71% of people say they vote with their wallet.” - [The Harris Poll](#)

WHAT TO DO NEXT?!



FEATURED MENTORS:

ASHLEE MARIE PRESTON
MEDIA PERSONALITY, TRANS
EDUCATOR & ADVOCATE

ROC NATION **MICHELLE BELL**
VP, CREATIVE // ROC NATION

 **BING CHEN**
PRESIDENT & CO-FOUNDER //
AU HOLDINGS

ASHLEE MARIE PRESTON

Media Personality,
Trans Educator & Advocate

“Acknowledgement without action is aided abetment. If we aren’t actively working to dismantle all systems of oppression simultaneously, we’re passively sustaining them.”



DIG DEEPER:

- THE RISE OF THE INCLUSIVE CONSUMER
- WHY DIGITAL ACCESSIBILITY SHOULD BE PART OF YOUR BRAND
- 5 CONSUMER EXPECTATIONS FOR BRANDS ENGAGING IN INCLUSIVE MARKETING IN 2023

CONSULT GOLD HOUSE’S GUIDE FOR AUTHENTIC API STORYTELLING:

- THE GOLD STORYBOOK

BE PART OF THE SOLUTION:

- AUTHENTICALLY INCLUSIVE MARKETING
- THE DIFFERENCE BETWEEN MULTICULTURAL AND INCLUSIVE MARKETING
- LGBTQ+ INCLUSION SHOULDN’T JUST BE FOR PRIDE MONTH
- VICTORIA’S SECRET MAKES ITS ADAPTIVE FASHION DEBUT ON THE RUNWAY OF DREAMS DURING NYFW

REPRESENTATION & BREAKING BARRIERS

WORDS TO LOSE & WORDS TO USE //

PUBLIC SPEAKING & HOW TO CARRY YOURSELF WITH CONFIDENCE

WHAT TO DO NEXT?!

FEATURED MENTOR:



The
CONFIDENCE
Project

TRACY HOOPER

Founder



"Words to LOSE | Words to USE is not about using high-brow, fancy, SAT words. It's about using words that are worthy of you. Say what you know. Say what you mean. And, say what you want with courage, conviction, clarity and Confidence."



READ & LISTEN:

- THE NOW HELLO BY TRACY HOOPER
- WORDS TO USE AND LOSE ON THE FIND YOUR DREAMS PODCAST

CHECK OUT TRACY'S
TIPS & TRICKS:

- LOSE THE WORD "JUST"
- NO NEED TO APOLOGIZE
- LOSE A LITTLE



THE POWER OF BRAND PRESENCE

CHAPTER 3

Click to jump to a session

FEATURED

PTTOW! NXT SUMMIT SESSIONS:

**MATCH POINT! // BRAND
COLLABORATIONS THAT
MOVE THE NEEDLE**

**EXPERIENTIAL BRAND
ACTIVATION // CREATING A
PLAYGROUND & DEEPENING
FANDOM**

**CREATE UNEXPECTED BRAND
EXPERIENCES // AR & WEB3**



THE POWER OF BRAND PRESENCE

MATCH POINT! // AI: BRAND COLLABORATIONS THAT MOVE THE NEEDLE

“Switching’ consumer buying patterns is easier than we often think, especially in a market where Kearney Consumer Institute research on brand loyalty found only 22 percent of respondents are fully brand loyal.” – [Kearney](#)



TOCCARA BAKER

Head of Field Marketing

“Choose partners that you are crystal clear share your same values and align with your desired audience, and purpose - do this due diligence upfront.”

FEATURED MENTORS:



TOCCARA BAKER
HEAD OF FIELD MARKETING //
TRIPLELIFT



PETER SZABO
FOUNDER // IDEA FACTORY



DAVID TICHIAZ
PRESIDENT // STANCE



SCOTT MOORE
CEO // COVALENT



WHAT TO DO NEXT?!

COLLABORATION IN ACTION:

➤ CROCS LIMITED EDITION COLLABORATIONS

➤ BREAKING NEWS: THE TOP 5 HOTTEST & GAME-CHANGING COLLABORATIONS THAT WILL DOMINATE IN 2023

➤ 21 EXAMPLES OF SUCCESSFUL CO-BRANDING PARTNERSHIPS (AND WHY THEY'RE SO EFFECTIVE)

➤ VIRGIL ABLOH DISCUSSES HIS 'MARKERAD' COLLECTION FOR IKEA

LEAN IN:

➤ THE NEW MAGIC WORD FOR BRANDING IS COLLABORATIONS

➤ HOW TO FIND SUCCESSFUL BRAND COLLABORATIONS

THE POWER OF BRAND PRESENCE

EXPERIENTIAL BRAND ACTIVATION // CREATING A PLAYGROUND & DEEPENING FANDOM

“When it comes to brand lift benchmarks like awareness and purchase intent, recall is even slightly more important than a person’s baseline awareness for a brand. In looking at the five key drivers and baseline awareness, brand recall influences 38.7% of brand lift in emerging media; baseline awareness comes in second at 37.5%.” – [Nielsen](#)



SCOTT “DJ SKEE” KEENEY

Founder & CEO

“In-person events aren’t going anywhere, but well-planned virtual extensions of your event will drastically increase the outcome of your event. Keep in mind that your virtual experience has to be more than just a passive experience; a plain video stream by itself doesn’t work. Aim to create an extension of the feeling, belonging and overall excitement that people get at in-person events.”

FEATURED MENTORS:



TRACEE LAROCCA
CMO // ANAHEIM DUCKS/OC
SPORTS & ENTERTAINMENT



KATIE SOO
GLOBAL CHIEF BUSINESS OFFICER
// DICE



SCOTT “DJ SKEE” KEENEY
FOUNDER & CEO // DXSH



WHAT TO DO NEXT?!

GET INSPIRED:

- ▶ [PLAY BIGGER BY AL RAMADAN, DAVE PETERSON, CHRISTOPHER LOCHEAD, & KEVIN MANEY](#)

PEAK INTO THE FUTURE:

- ▶ [WHERE ENTERTAINMENT AND LIVE EVENTS ARE HEADED NEXT](#)

CHECK OUT HOW OTHERS ARE PLAYING:

- ▶ [13 EXAMPLES OF EXPERIENTIAL MARKETING CAMPAIGNS THAT’LL GIVE YOU SERIOUS EVENT ENVY](#)
- ▶ [CANNES LIONS 2023: 45 STEAL-WORTHY IDEAS FROM THE MASSIVE FESTIVAL OF CREATIVITY](#)
- ▶ [HOW COACH USED GLOBAL RETAIL ACTIVATIONS TO POPULARIZE A HERO PRODUCT](#)

THE POWER OF BRAND PRESENCE

CREATE UNEXPECTED BRAND EXPERIENCES // AR & WEB3

“Mobile augmented reality advertising is set to take off in line with mobile ad spending hitting \$195 million and mobile AR users hovering around 97 million in 2023, according to eMarketer predictions.” - [DIGIDAY](#)

WHAT TO DO NXT?!

FEATURED MENTORS:

ESL
FACEIT
GROUP

FABIO TAMBOSI
SVP, MARKETING //
ESL FACEIT GROUP



AVERY AKKENINI
PRESIDENT // VAYNER3



ESL
FACEIT
GROUP

FABIO TAMBOSI

SVP, Global Marketing

“Gaming is global and young making us a naturally innovative industry which means we adopt new technologies quickly. Web3, AR, VR are all mediums that allow us to engage and monetize communities and we (EFG) help brands build their own authentic voice leveraging new technology to create new experiences.”



EXPLORE VAYNER3'S GUIDE:

➤ [GENERATIVE AI FOR MARKETERS](#)

PLUG IN:

➤ [THE NEXT FRONTIER: WHY BRANDS MUST LIVE THEIR STORIES IN WEB 3](#)

➤ [AI-POWERED AUDIENCE GROWTH: HOW ESPORTS USES ARTIFICIAL INTELLIGENCE TO CONNECT WITH FANS](#)

CHECK OUT WHO'S DOING IT WELL:

➤ [GUCCI DEBUTS FANTASTICAL 'GOOD GAME' CAPSULE COLLECTION THAT CELEBRATES THE WORLD OF GAMING](#)

➤ [LVMH TEAMING UP WITH EPIC GAMES FOR CUSTOMER EXPERIENCES](#)

➤ [NIKE GRASP WORLD CUP FEVER WITH ROCKET LEAGUE COLLABORATION](#)

THE CONSUMER PLAYBOOK

CHAPTER 4

Click to jump to a session

FEATURED

PTTOW! NXT SUMMIT SESSIONS:

**IT'S UTOPIA! // GEN Z & GEN
ALPHA BRING THE RENAISSANCE
OF OPTIMISM & CREATION**

**ONCE UPON A... //
BRANDED CONTENT**

**OPT IN! // REINVENTING
AMBASSADOR & LOYALTY
PROGRAMS**

IT'S UTOPIA! // GEN Z & GEN ALPHA BRING THE RENAISSANCE OF OPTIMISM & CREATION

"76% of Gen Z surveyed said "they have a great future ahead of them," but just 44% reported feeling prepared for it." – [Axios](#)



JASON WAGENHEIM
President & CRO

FEATURED MENTORS:

BDG JASON WAGENHEIM
PRESIDENT & CRO //
BUSTLE DIGITAL GROUP

fabfitfun AMANDA FORTH
HEAD OF PARTNERSHIPS //
FABFITFUN

BDG JESSICA STUDHOLME
SVP, SALES //
BUSTLE DIGITAL GROUP



JESSICA STUDHOLME
SVP, Sales

*"Embrace 'The Utopian Ethos Intentionality'; interdependence, creativity, and human empathy are the core values that will take culture — and brands — forward."
– Bustle Digital Group*



WHAT TO DO NXT?!

DIVE DEEPER WITH:

- [GOOD NEWS, PLANET EARTH: WHAT'S BEING DONE TO SAVE OUR WORLD & WHAT YOU CAN DO TOO!](#) BY SAM BENTLEY

FOLLOW GEN Z'S LEAD:

- [GENERATION Z'S SURPRISING OPTIMIST SHOULD GIVE THE REST OF US HOPE](#)
- [GEN Z'S SURPRISE OPTIMISM ABOUT THE FUTURE](#)
- [GENERATION ALPHA STEPS UP TO THE PLATE](#)

CATCH THE INSIDER TIPS:

- [BRAND COLLECTIVE PODCAST, JUV CONSULTING X SHAINA ZAFAR: AMPLIFYING GEN Z'S VOICE](#)

ONCE UPON A.. // BRANDED CONTENT

“When a consumer watches branded content, their brand recall is up to 59% higher than it is with display ads. Viewers are also 14% more likely to seek out extra content from the same brand.” – [Medium](#)



Roku

CHRIS BRUSS

Head of Brand Studio

“Given the rapid shift from linear TV to streaming, brands have recently unlocked new opportunities to meaningfully create, surround, influence, utilize, and participate in long-form film & TV content. With Branded Entertainment, advertisers are no longer limited to just the commercial breaks - they can be the actual content itself.”

FEATURED MENTORS:

Roku CHRIS BRUSS
HEAD OF BRAND STUDIO // ROKU



JENNIFER PRINCE
CHIEF COMMERCIAL OFFICER //
LOS ANGELES RAMS



KIMBERLY DOEBEREINER
GVP, FUTURE OF ADVERTISING
& HEAD OF P&G STUDIOS //
PROCTER & GAMBLE



MIKE TRESVANT
SVP, BRAND PARTNERSHIPS //
NTWRK



WHAT TO DO NEXT?!

SEE IT IN ACTION:

- YOUR BRAND IS BARBIE
- SNAPCHAT, PRINCESS CRUISES MAKE A SPLASH WITH AR DURING LA RAMS HOME GAMES

THE FUTURE OF BRAND CONTENT:

- A LOOMING ENTERTAINMENT GAP OPENS THE DOOR FOR BRANDED CONTENT
- WHY AD AGENCIES ARE LAUNCHING ENTERTAINMENT UNITS
- 13 HOLLYWOOD PRODUCTION COMPANIES MAKING BRAND FILMS THAT STREAMERS LIKE NETFLIX AND APPLE WANT TO BUY
- WITH FEWER ADS ON STREAMING, BRANDS MAKE MORE MOVIES

OPT IN! // REINVENTING AMBASSADOR & LOYALTY PROGRAMS

“In a survey conducted among consumers in the United States gauging their use of loyalty programs, it was found that in 2022, U.S. consumers belonged to 16.6 loyalty programs on average but actively used a little less than half of those.” – [Statista.com](https://www.statista.com)

WHAT TO DO NEXT?!

FEATURED MENTORS:



BRUCE FLOHR
EVP & CSO // REDLIGHT MANAGEMENT

teach:able

JILL HITMAN
VP, MARKETING // TEACHABLE



DONALD EVANS
CMO // THE CHEESECAKE FACTORY



JO FRANCO
MULTILINGUAL CONTENT
CREATOR & HOST // NETFLIX'S THE
WORLD'S MOST AMAZING
VACATION RENTAL



teach:able

JILL HITMAN

VP, Marketing

“Once you identify those existing customers who are natural Ambassadors for your product (we at Teachable refer to these customers as Magnetics, as they naturally draw more creators into our product), create an ecosystem to nurture them through account support, retention strategies and even counter support of their businesses.”



SIGN UP & KEEP AN EYE OUT:

- [THE GROWTH UNHINGED NEWSLETTER BY KYLE POYAR](#)
- [THE PUBLISH PRESS NEWSLETTER](#)

READ ON:

- [THE SECRET TO BUSINESS GROWTH & CONSUMER LOYALTY? BUILD BRAND COMMUNITIES](#)
- [DOMINATE THE MARKET: HOW TO ACTIVATE INFLUENCERS IN YOUR BRAND NETWORK](#)

A HEALTHY BUSINESS + A HEALTHIER YOU

CHAPTER 5

[Click to jump to a session](#)

FEATURED

PTTOW! NXT SUMMIT SESSIONS:

**PIVOT PLAYS // DRIVE & MORALE
IN THE FACE OF RESTRATEGIZING**

**YOUR NORTH STAR // COURAGE,
FEARLESSNESS AND PURPOSE**

**POWER OF PLAY //
A CREATIVITY WORKSHOP
FOR YOUR MENTAL HEALTH**

**LIFE IS POETRY // A POETRY
WORKSHOP TO UNLOCK
YOUR CREATIVE POTENTIAL**

**LAUGH AT YOURSELF //
A COMEDY WORKSHOP
FOR BUSINESS & LIFE**

A HEALTHY BUSINESS + HEALTHIER YOU

PIVOT PLAYS // DRIVE & MORALE IN THE FACE OF RESTRATEGIZING

“According to a [Slack study on the future of work](#), 80% of workers want to know more about how decisions are made in their organisation, and 87% want their future company to be transparent.” – [Slack](#)



KAT FREDERICK

CMO // LOS ANGELES RAMS

“Growth of the business - whether it be through fandom or revenue, are two different areas we have to intentionally think about. Both require us to consider how we create meaning and value in people's lives.”

FEATURED MENTORS:



KATIE ECHEVARRIA ROSEN KITCHENS
CO-FOUNDER & EDITOR-IN-CHIEF //
FABFITFUN



KAT FREDERICK
CMO // LOS ANGELES RAMS



TOM HOFFMAN
EMMY-WINNING PROJECT
MANAGER, MARS INSIGHT
MISSION // NASA



WHAT TO DO NEXT?!

SEE HOW IT MATTERS:

- [EMPLOYEE MORALE: WHY IT MATTERS FOR YOUR BUSINESS](#)
- [10 WAYS BRANDING IMPACTS EMPLOYEE MORALE AND ENGAGEMENT](#)

START DRIVING:

- [HOW TO STAY MOTIVATED AND HAPPIER AT WORK](#)
- [10 WAYS TO BOOST COMPANY MORALE](#)
- [UPSKILL AND EMPOWER YOUR MIDDLE MANAGERS FOR A THRIVING WORKPLACE](#)

A HEALTHY BUSINESS + HEALTHIER YOU

YOUR NORTH STAR // COURAGE, FEARLESSNESS AND PURPOSE

“The body’s response to Fear and excitement is exactly the same. The difference is what your brain calls the feeling in your body.

We need to train our minds to reframe our fear and call it excitement.” – *Mel Robbins*

WHAT TO DO NEXT?!



∴ MassMutual

JENNIFER HALLORAN

CMO, Head of Marketing & Brand

“Courage comes from the French word “coeur,” meaning heart. It embodies a willingness to take emotional risks and be vulnerable with others. Courage is a vital force that leads to good mental health, guiding us through the traumas of life - it's essential.”

FEATURED MENTORS:



MICHELLE HAGEN
EVP, GLOBAL PARTNERSHIPS //
PARAMOUNT PICTURES

∴ MassMutual

JENNIFER HALLORAN
CMO, HEAD OF MARKETING AND
BRAND // MASSMUTUAL



ZIAD AHMED
FOUNDER & CEO // JUV CONSULTING



FIND & EMBRACE YOUR INNER POWER:

- WINNERS TAKE ALL: THE ELITE CHARADE OF CHANGING THE WORLD BY ANAND GIRIDHARADAS
- BLINK: THE POWER OF THINKING WITHOUT THINKING BY MALCOLM GLADWELL
- THE SECRET TO STOPPING FEAR AND ANXIETY (THAT ACTUALLY WORKS)
- THE CALL TO COURAGE

CONSIDER PURPOSE WITH:

- START WITH WHY: HOW GREAT LEADERS INSPIRE EVERYONE TO TAKE ACTION BY SIMON SINEK
- THE PURPOSE PREMIUM: WHY A PURPOSE-DRIVE STRATEGY IS GOOD FOR BUSINESS
- THE GREAT WORK OF YOUR LIFE BY STEPHEN COPE

A HEALTHY BUSINESS + HEALTHIER YOU

POWER OF PLAY // A CREATIVITY WORKSHOP FOR YOUR MENTAL HEALTH

“Nearly 50% of employees and 53% of managers report that they’re burned out at work, according to new research from Microsoft” – [CNBC](#)

FEATURED MENTOR:



KAREN ROBINOVITZ

Co-Founder & CEO

“It’s so easy to get caught up in the stresses of life - work, relationships, finances, the frenzy of the news cycle, personal anxieties. As we get riddled with responsibilities, it’s easy to forget to simply let go and play. For kids, it’s natural. When we, as adults, allow the children within us to come out, even for ten minutes, we get a new jolt of energy. It enables us to drop the stories that often hold us back. Unleashing your inner 7-year-old offers so many benefits for mental wellness, brain functionality, creativity - it’s like a vacation and a spa reprieve at once”



WHAT TO DO NEXT?!

UNDERSTANDING THE PROBLEM:

- 50% OF WORKERS ARE BURNED OUT & “PRODUCTIVITY PARANOIA” COULD BE MAKING IT WORSE
- THE DEVASTATING IMPACT OF THE EPIDEMIC OF LONELINESS

JOIN IN:

- THE PLAYFUL ADVANTAGE: HOW PLAYFULNESS ENHANCES COPING WITH STRESS
- THE WELL-BEING OF PLAYFUL ADULTS
- USING PLAY TO REWIRE & IMPROVE YOUR BRAIN
- HOW TO ADD MORE PLAY TO YOUR GROWN-UP LIFE, EVEN NOW

A HEALTHY BUSINESS + HEALTHIER YOU

LIFE IS POETRY // A POETRY WORKSHOP TO UNLOCK YOUR CREATIVE POTENTIAL

FEATURED MENTOR:



ADAM ROA

Artist, Coach & Founder

ADAM'S 4-STEP PROCESS:

- **UNKINK THE HOSE**
Remove the fear, doubts, limiting beliefs that are blocking creative flow.
- **CONNECT TO THE SOURCE**
Shift into a physiological state conducive to creating in excellence.
- **TURN UP THE FLOW**
Optimize your habits, routine, and environment for creativity.
- **SPOUT IT OUT**
Embrace your story and uniqueness to express authentically.



WHAT TO DO NEXT?!

DIG DEEPER:

- [BIG MAGIC: CREATIVE LIVING BEYOND FEAR BY ELIZABETH GILBERT](#)
- [THE ARTIST'S WAY BY JULIA CAMERON](#)

LISTEN IN:

- [THE DEEP DIVE WITH ADAM ROA PODCAST](#)

CHECK OUT THIS EPISODE:

- [WHY DOES CREATIVITY REQUIRE SO MUCH SPACE](#)

A HEALTHY BUSINESS + HEALTHIER YOU

LAUGH AT YOURSELF // A COMEDY WORKSHOP FOR BUSINESS & LIFE

“Laughter relaxes the whole body. A good, hearty laugh relieves physical tension and stress, leaving your muscles relaxed for up to 45 minutes after.” – [HelpGuide.org](https://www.helpguide.org)

FEATURED MENTOR:



BEN GLEIB

Standup Comedian, Star Of Chelsea Lately, Idiotest & Acclaimed Standup Specials

“Contrary to conventional wisdom, if you can’t laugh at yourself, you look weak. Humility and humor are keys to strength.”



WHAT TO DO NEXT?!

CHECK OUT THE PROOF:

- [LEADING WITH HUMOR](#)
- [10 REASONS WHY HUMOR IS A KEY TO SUCCESS AT WORK](#)
- [HOW TO LAUGH AT WORK](#)

KEEP LAUGHING WITH:

- [BEN GLEIB’S AMAZON SPECIAL: NEUROTIC GANGSTER](#)
- [BEN GLEIB: THE MAD KING](#)

EXTENDED PTTOW! MENTOR RECOMMENDATIONS

CHAPTER 6

Click to jump to a session

EXPLORE

ADDITIONAL RESOURCES:

**BEYOND THE TITLE //
RESOURCES & CONTENT FOR YOU**

**LEVEL UP // FOR THE
BUSINESS & BRAND**

BEYOND THE TITLE // RESOURCES & CONTENT FOR YOU

ENGAGE IN MINDFULNESS & PURPOSE:

- [THE TRUE VOICE APP & THE CREATIVE ACT BY RICK RUBIN | WILL CAMPBELL // QUANTASY](#)
- [10 LESSONS FROM THE GREAT WORK OF YOUR LIFE | MICHELLE HAGEN // PARAMOUNT PICTURES](#)
- [HOW A 14-MINUTE VIDEO ON POSTURE CHANGED MY LIFE | KAREN ROBINOVITZ // SLOOMOO](#)
- [ATOMIC HABITS | KATIE SOO // DICE](#)

ADD TO YOUR READING QUEUE:

- [ELON MUSK BY WALTER ISAACSON | LIN DAI // ONEOF](#)
- [NO RULES RULES BY REED HASTINGS & ERIN MEYER | KATIE SOO // DICE](#)
- [THE EVERY BY DAVE EGGERS | ZIAD AHMED // UV CONSULTING](#)

DIVE INTO THE NET:

- [COSMIC MASCULINITY DEATH TO STOCK TRENDS | BUSTLE DIGITAL GROUP](#)
- [AN UNFILTERED CONVERSATION WITH MRBEAST | ADAM BAUER // FAZE CLAN](#)
- [FAZE RUG & SIDEMEN | ADAM BAUER // FAZE CLAN](#)

A GREAT LISTEN FOR YOUR COMMUTE:

- [LUSH COSMETICS - THE SOUND BATH PODCAST | BUSTLE DIGITAL GROUP](#)

CHECK OUT THE FUTURE OF F1 WITH ROKU:

- [TO ENTICE WOMEN TO RACING, THE F1 ACADEMY PICKS UP WHERE THE W SERIES LEFT OFF](#)
- [ROKT AND ORACLE RED BULL RACING ESPORTS' SEARCH FOR WOMEN SIM RACERS](#)
- [DRIVEN BEYOND LIMITS](#)
- [INTERNATIONAL WOMEN IN ENGINEERING DAY AT THE RED BULL RACING FACTORY](#)
- [RED BULL RACING HIGHLIGHTS FEMALE ENGINEERS IN F1](#)

LEVEL UP // FOR THE BUSINESS & BRAND

STAY IN THE KNOW:

- [MARKETING OVER COFFEE | TOCARRA BAKER // TRIPLELIFT](#)
- [THE FUTURE OF EVERYTHING | KATIE SOO // DICE](#)
- [HOW I BUILT THIS | KATIE SOO // DICE](#)
- [THE COLIN AND SAMIR SHOW | ADAM BAUER // FAZE CLAN](#)
- [MASTERS OF SCALE | KATIE SOO // DICE](#)

GET INTO THE MINDS OF GEN Z:

- [LENOVO IS WINNING OVER GEN Z BY MAKING WORK MEANINGFUL | AMANDA FORTH // FABFITFUN](#)
- [BACK TO SCHOOL, PART II: FROM A TO \(GEN\) Z | ZIAD AHMED // JUV CONSULTING](#)
- [THE ART OF ENGAGING GEN Z AUDIENCES | SCOTT "DJ SKEE" KEENEY // DXSH](#)

STEP INTO THE FUTURE OF BRANDING:

- [EVOLVING BRAND STORYTELLING FOR ADVERTISERS | CHRIS BRUSS // ROKU](#)
- [MOVING YOUR BRAND OUT OF THE FRIEND ZONE | DOUG ZARKIN](#)
- [BEHIND THE SCENES OF THE LA RAMS HEIST MOVIE MARKETING EFFORT | JEN PRINCE // LA RAMS](#)
- [UNVEILING THE METAVERSE | SCOTT "DJ SKEE" KEENEY // DXSH](#)
- [EMBRACING HUMANITY IN THE AGE OF AI | JO FRANCO](#)

THANK YOU

We'd like to extend our gratitude to all of the PTTOW!
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useful resources and recommendations.

With love,
The **PTTOW! Nxt** Team