



ROAD LESS TRAVELED

@MIKESMITHLIVE



REGULAR

TRADITIONAL PATH WITH PRESET
QUALIFICATIONS ON WHEN AND HOW TO MOVE.

1

V.I.P. DOOR

ACCESS & OPPORTUNITY ARE READILY
AVAILABLE TO YOU, CAN TAKE ANYONE

2

THIRD DOOR

UNCONVENTIONAL PATH, YOU CREATE YOUR
OWN WAY IN.

3

ALEX BANAYAN



CHASE A **PROBLEM** YOU
GET EXCITED **TO SOLVE.**

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**LESSONS FROM THE
ROAD LESS TRAVELED.**

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TO RE-KIND

FOE

SOAR
SOUL
SIP

1988

GARAGE SALE

EXIT

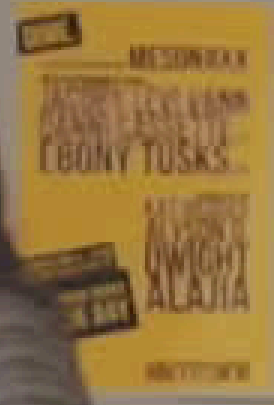
TR
R
S.D

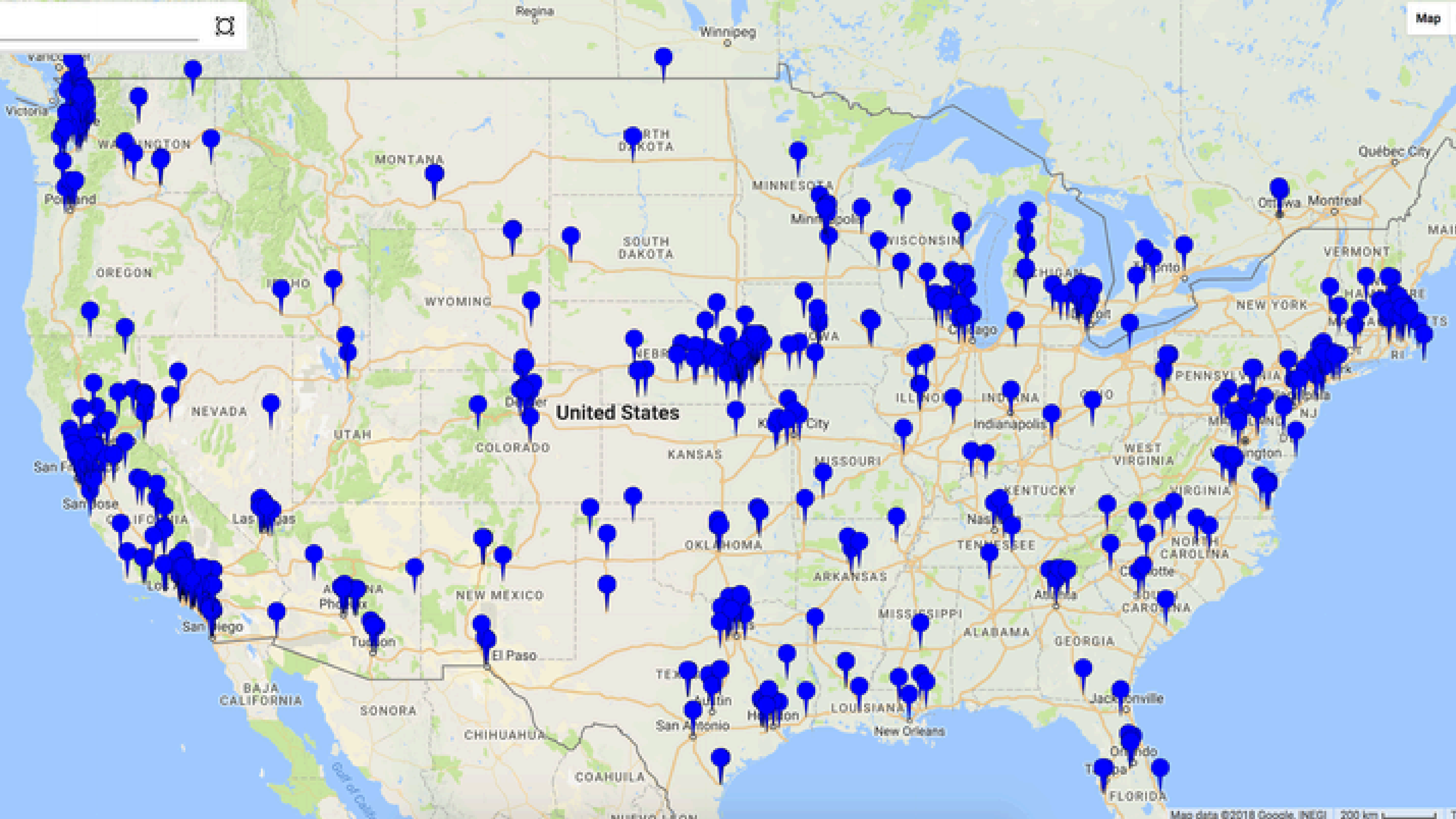


MI
SKATEFORA



PROUDLY SERVING
Misfits
since 2011





Map

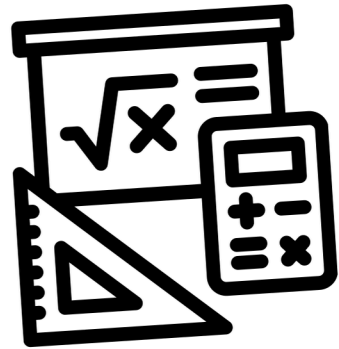
United States

**YOU'RE THE DESIGNER &
THE END USER!**

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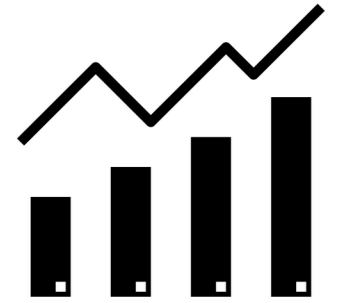
MINDSETS

ENGINEERING



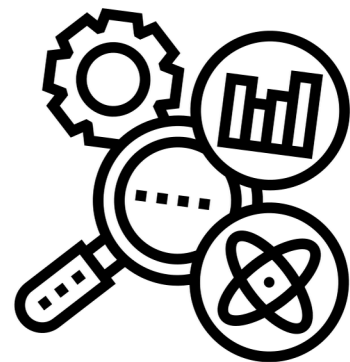
Solving your way forward.

GRIND/HUSTLE



Optimizing your way forward.

ACADEMIC



Research your way forward.

DESIGN

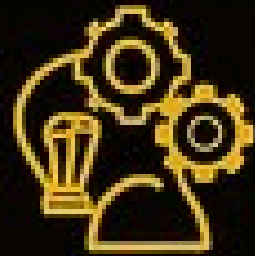


Inventing your way forward.

WAYS OF KNOWING

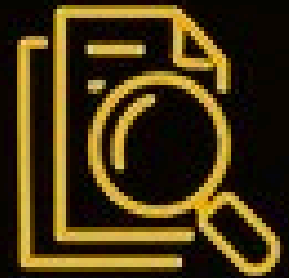


EXPERIENCES



I've personally experienced it.

EVIDENCE



There's research to prove it.

TRUSTED SOURCE



Someone I trust told me.

IDENTITY/INTUITION



This aligns with my worldview.



LET'S PARTY

INNOVATE BEFORE IT'S TOO LATE.

(INNOVATION WINDOW)

INNOVATION

DATA



EARLY

LATE

HIGH

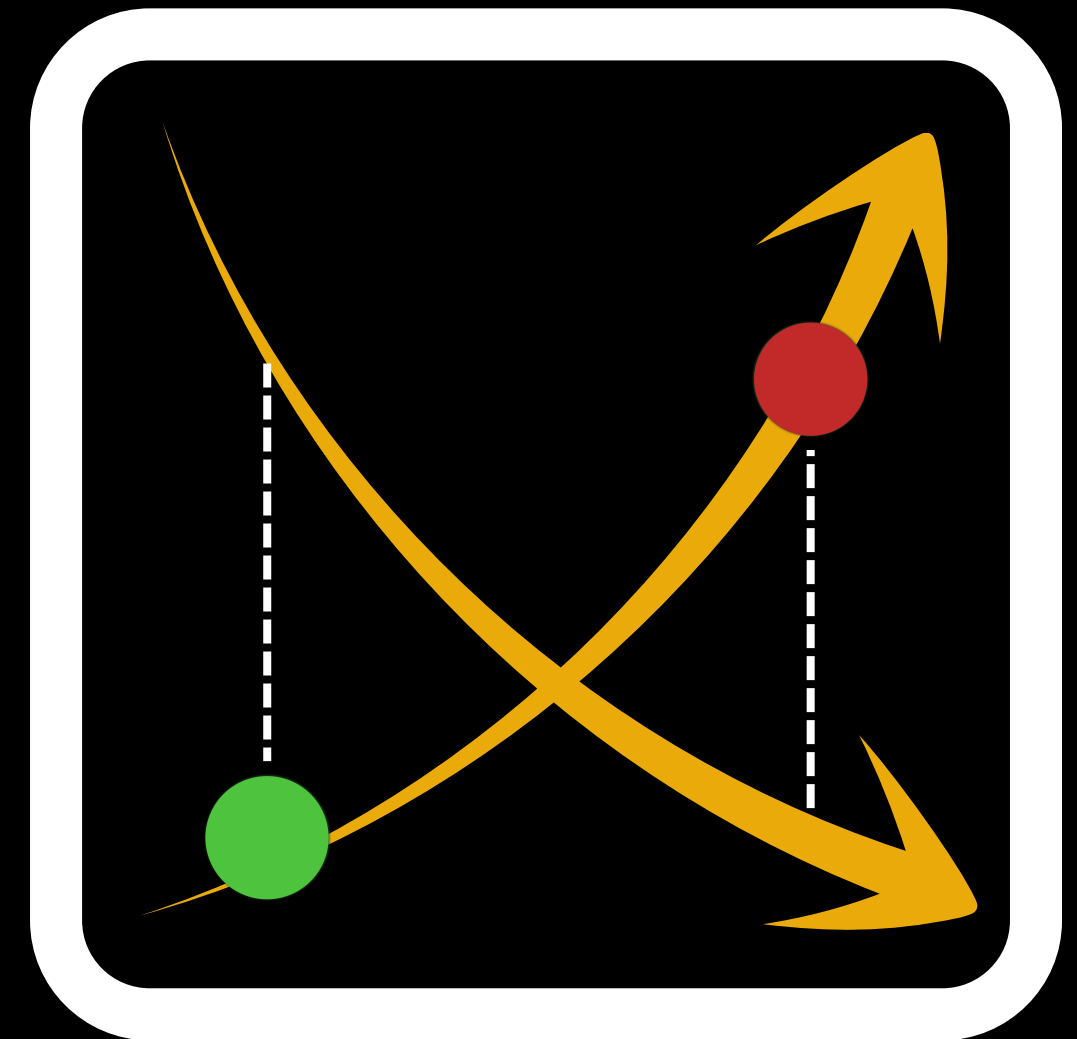


INNOVATION, GROWTH,
EDGE, BELIEF, RISK, MESSY,
FAST. LACK RESOURCES.



CORPORATE, MAINTAINANCE,
FIXED, POLISHED, SLOW.
FISCALLY SOUND. SAFE.

LOW



EARLY

LATE

IF YOU WANT TO MAKE
AN OMELETTE, YOU HAVE
TO BREAK SOME EGGS.

“IT TAKES REAL COURAGE TO FAIL”



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MIKE'S FAILURE LOG

Failure	Screwup	Weakness	Growth Opportunity	Insight
RAILYARD		X	X	STAY IN MY LANE
PITCHED TV SHOW			X	LEARNED THE PROCESS
COLLEGE DROP OUT	X		X	OPENED NEW DOORS
6 FAILED LLCS	X		X	SLOW TF DOWN
MISSED EMAILS		X		UNSUBSCRIBE
SHOWED UP LATE	X			BUY A WATCH
PARKING TICKETS	X			DON'T BE AN IDIOT

★ INNOVATE AT ALL COST

THE
RED BULL
RULE

@MIKESMITHLIVE









8,000 MILES



MENUS

THE BAY

THE BAY

SKATEPARK

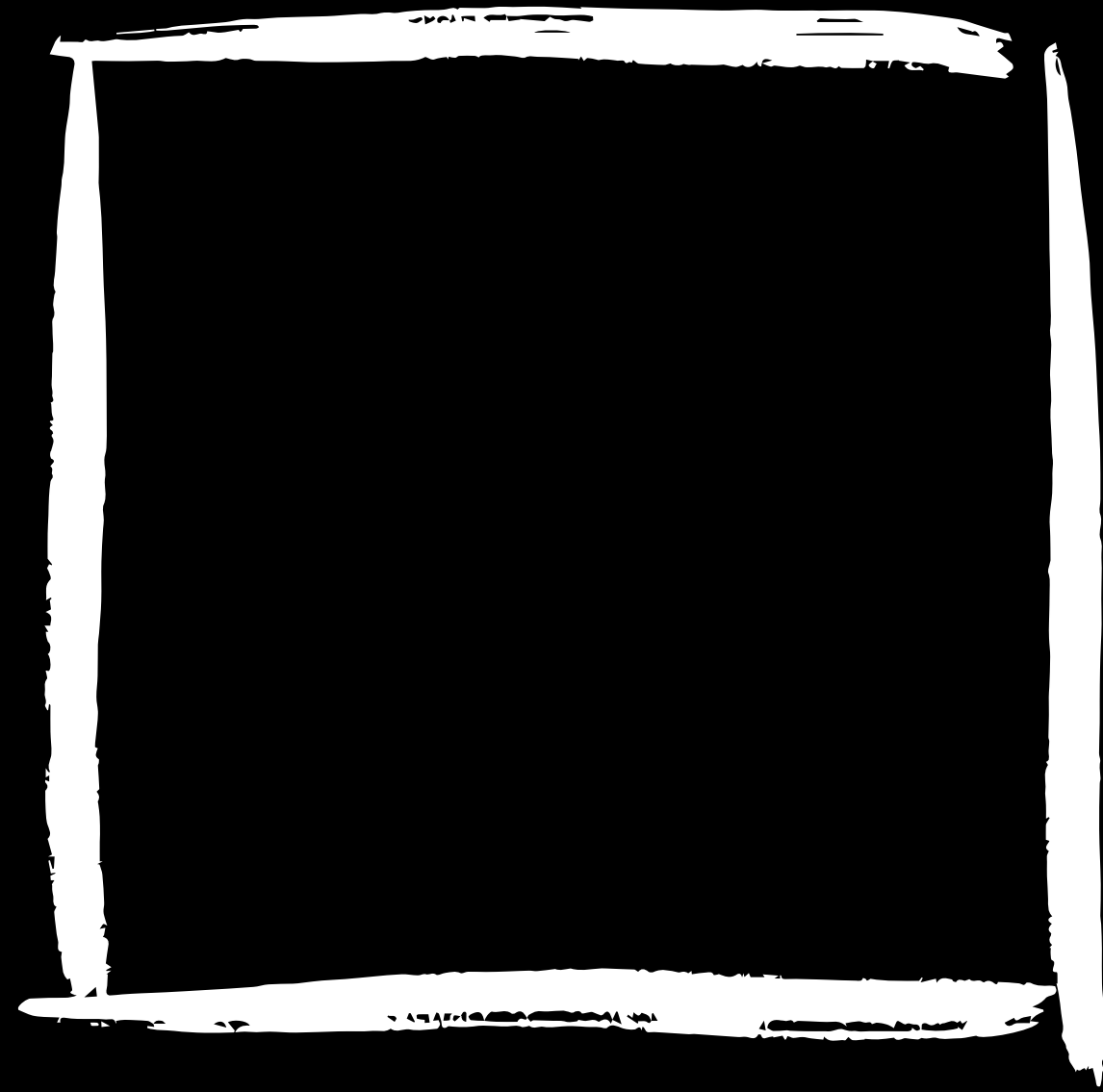
BATH ROOM

WHAT ARE THE BOUNDARIES?

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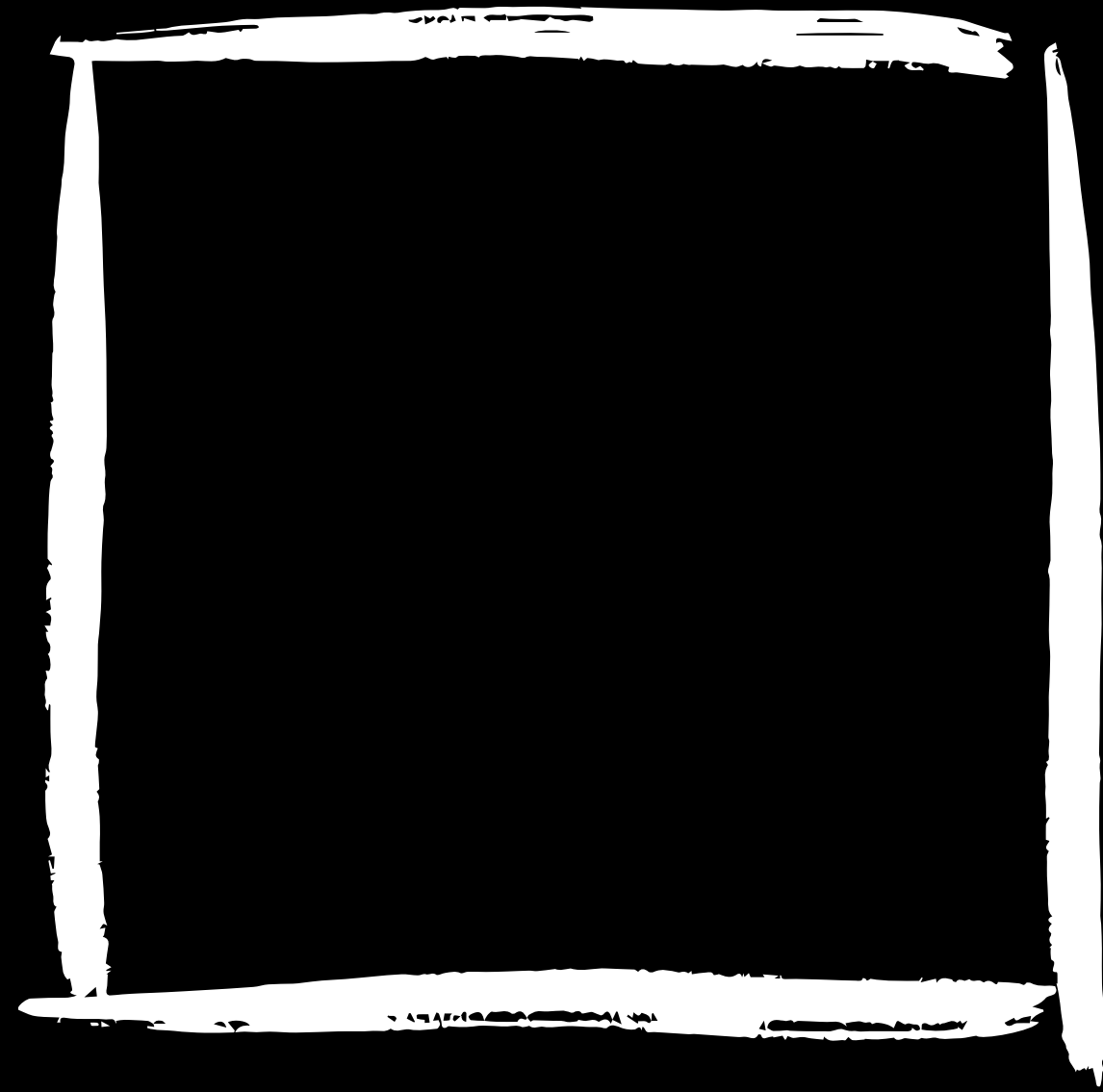
DEFINE "THE FENCE"



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“THE FENCE”

NETWORK



COURAGE

BUDGET

KNOWLEDGE

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**BREAK THE
RULES
INSIDE THE LINES**





SKATE for CHANGE

FORCHANGE.ORG
MISSION OF THE DAY
MXXI

EXTREMELY
FAST
DELIVERY





SCALE WHAT IS SIMPLE.
SMOOTH. GOOD. **REPEATABLE.**

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BENNETT-KEW K-8
INGLEWOOD, CA

ELEVATE

30 MINUTES
VS
30 DAYS



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“THIS BRINGS PEOPLE INTO OUR RADIO STATION AND COFFEE SPACE WHO OTHERWISE MAY NEVER HAVE STEPPED INSIDE. IT IS A BRIDGE TO REALLY GOOD PEOPLE, AND CREATES A LASTING POSITIVE IMPACT ON THE COMMUNITY.”

**REBECCA & DERRICK PEARSON
93.7 THE TICKET OWNERS**

WITHOUT CHAOS
THERE IS NO CREATION.

CAN YOU RISK BEING ON THE VERGE OF DISASTER?

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BE MORE PIRATE

TEST THE EDGE OF
YOUR MAP



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EXPERIENCE

VS

MEMORY



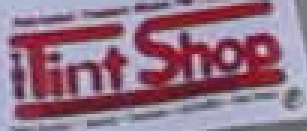




SKATE ART MUSIC FESTIVAL

SKATE
ART
MUSIC
2015

SKATE
ART
MUSIC
2015



AT THE VERY END,
WHAT MATTERS MOST?

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'Prairie Pirates' tells story of Scottsbluff motorcycle collector, Gering's Masek ties to Kawaski

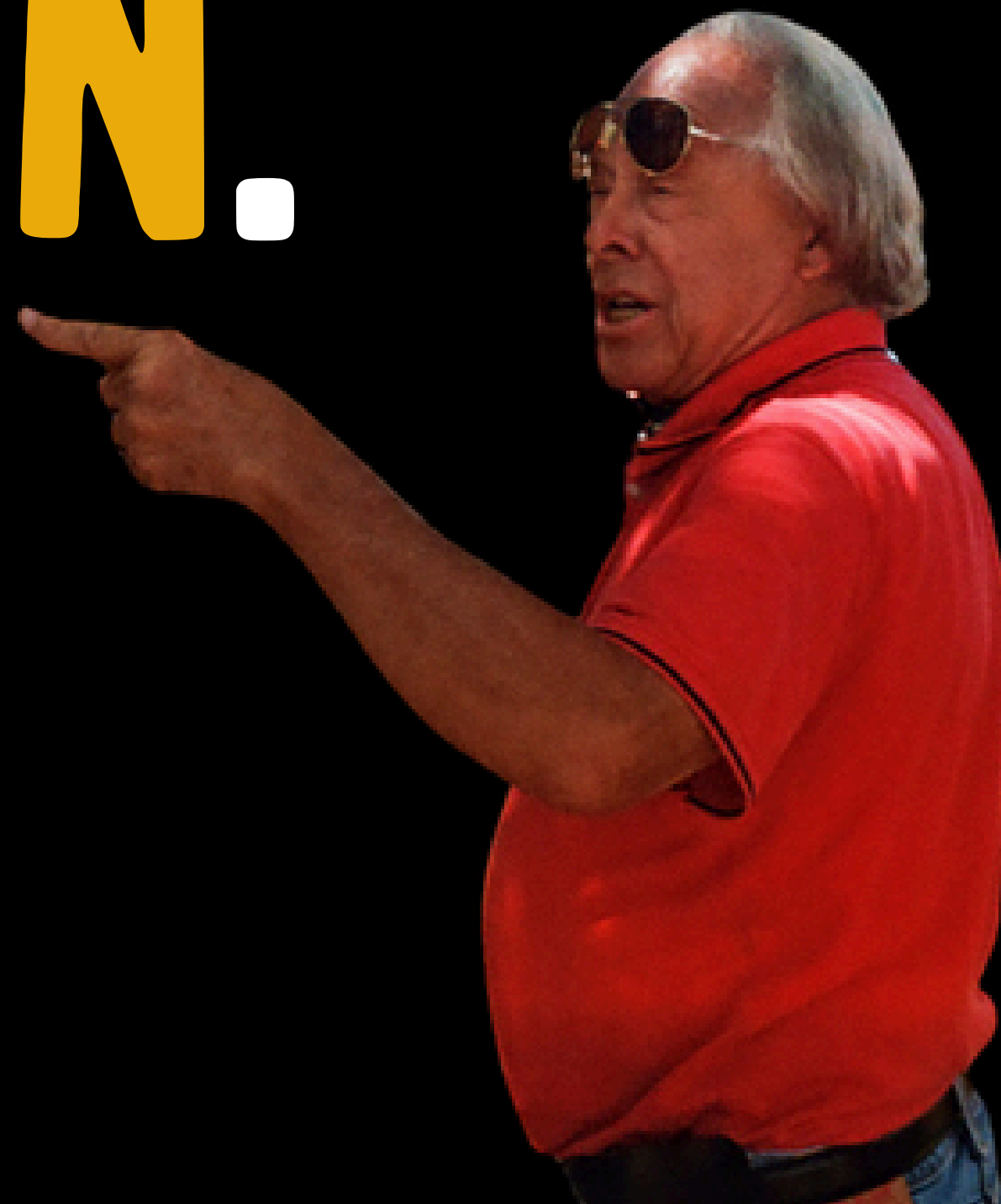


JIM

“Unfortunately, I’m in the age group now where you get a crosshairs on you,” he said, “so you hope everything lasts, but I want to go out having fun.”

HAVE FUN.

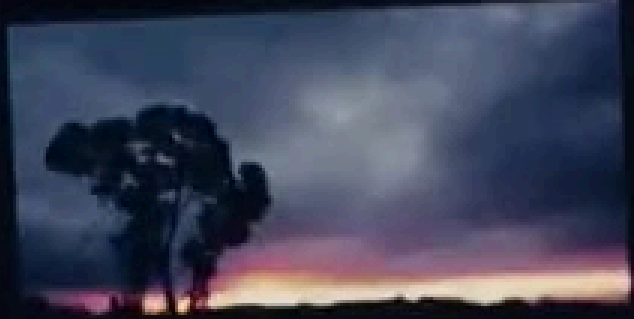
JIM NEUWIRTH



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UBT Union Bank cube



GATE 2

ATL 2

UBT

UBT

UBT

WELCOME TO
THE BALLPARK

Great & Tasty

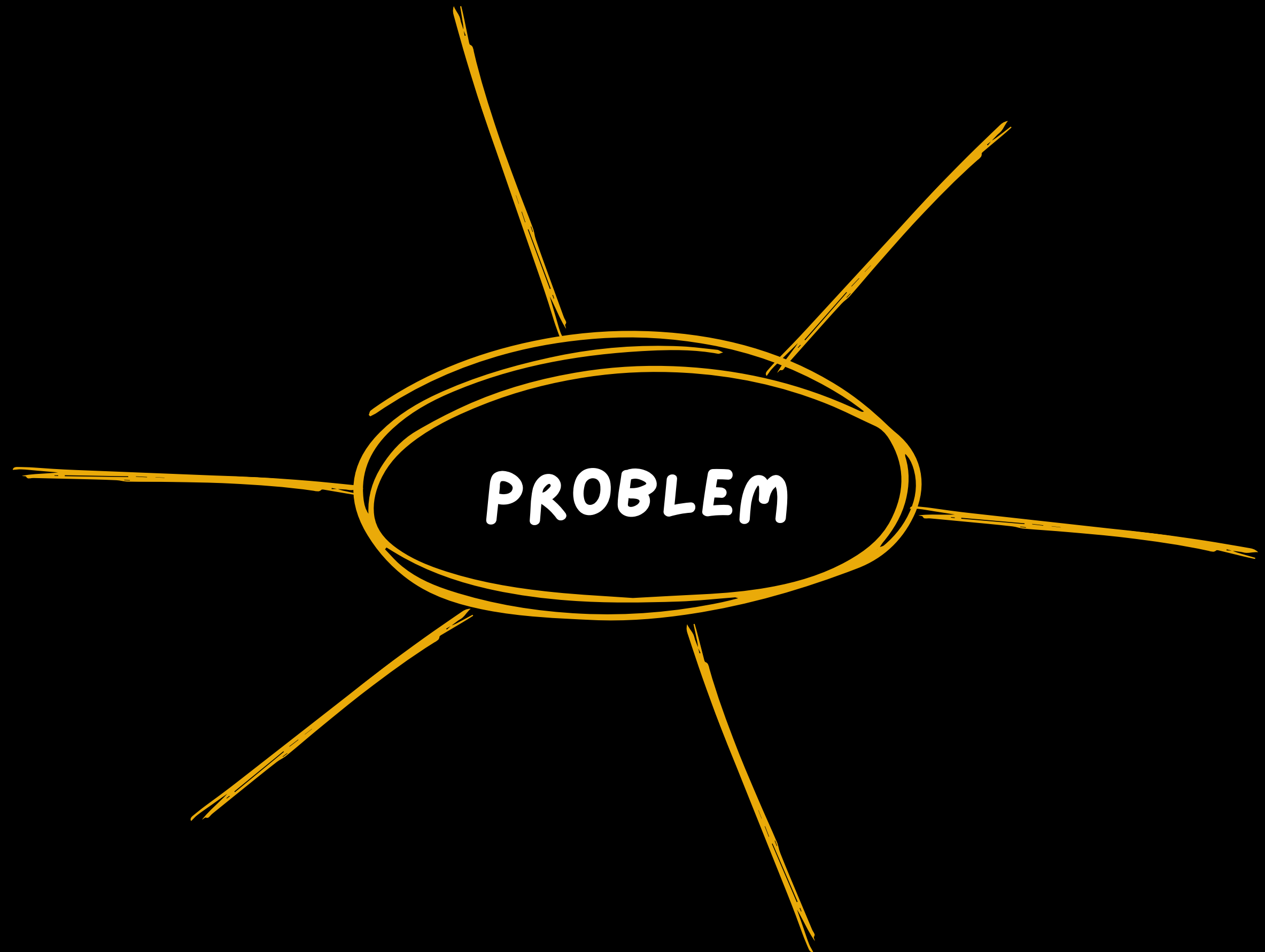
UBT

**“I CAN'T BELIEVE YOU CAN
GET AWAY WITH THIS
IN NEBRASKA.”**

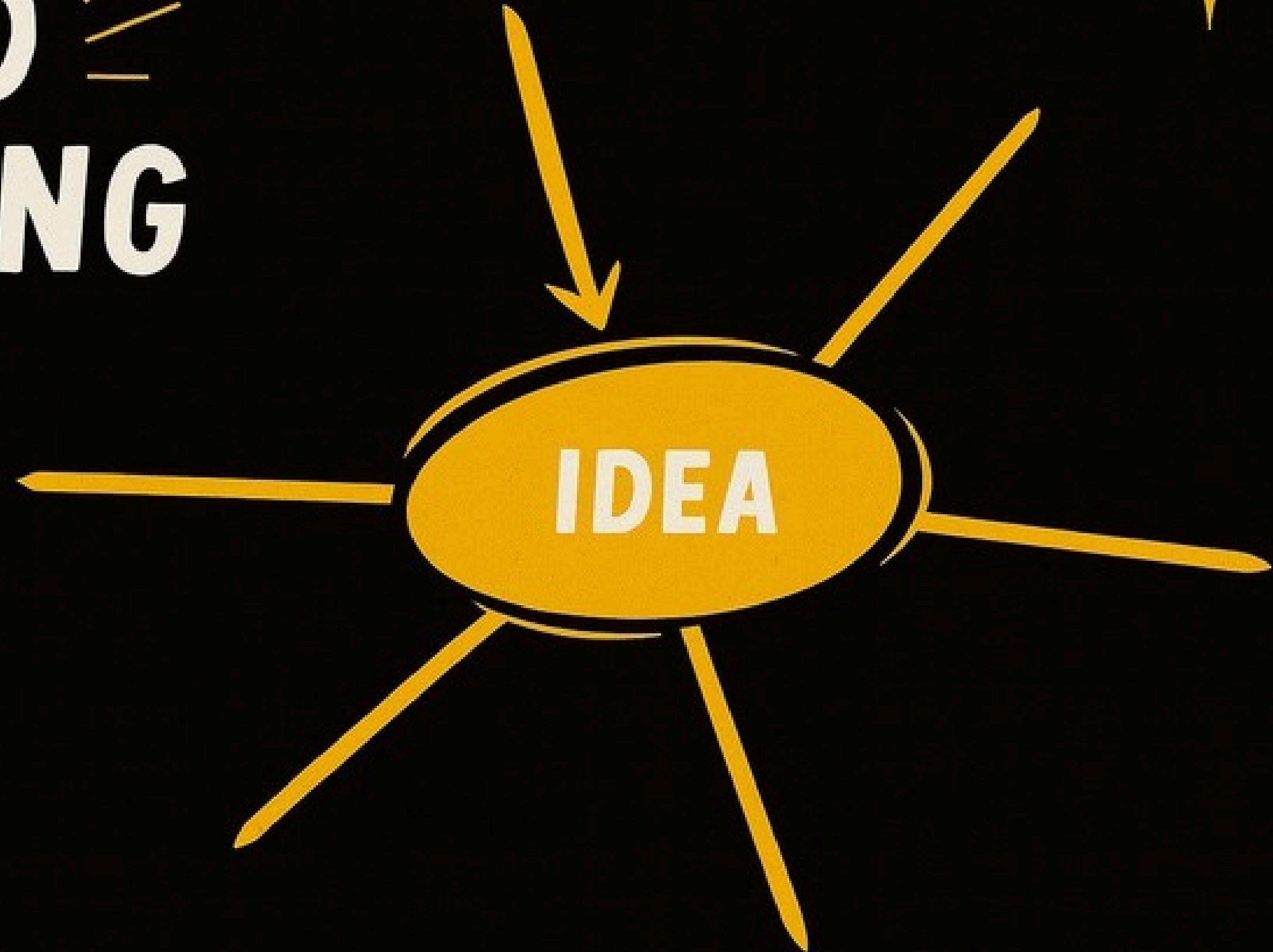
**~ MICHAEL WHITEHEAD
RED BULL**

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MIND MAPPING



MIND MAPPING



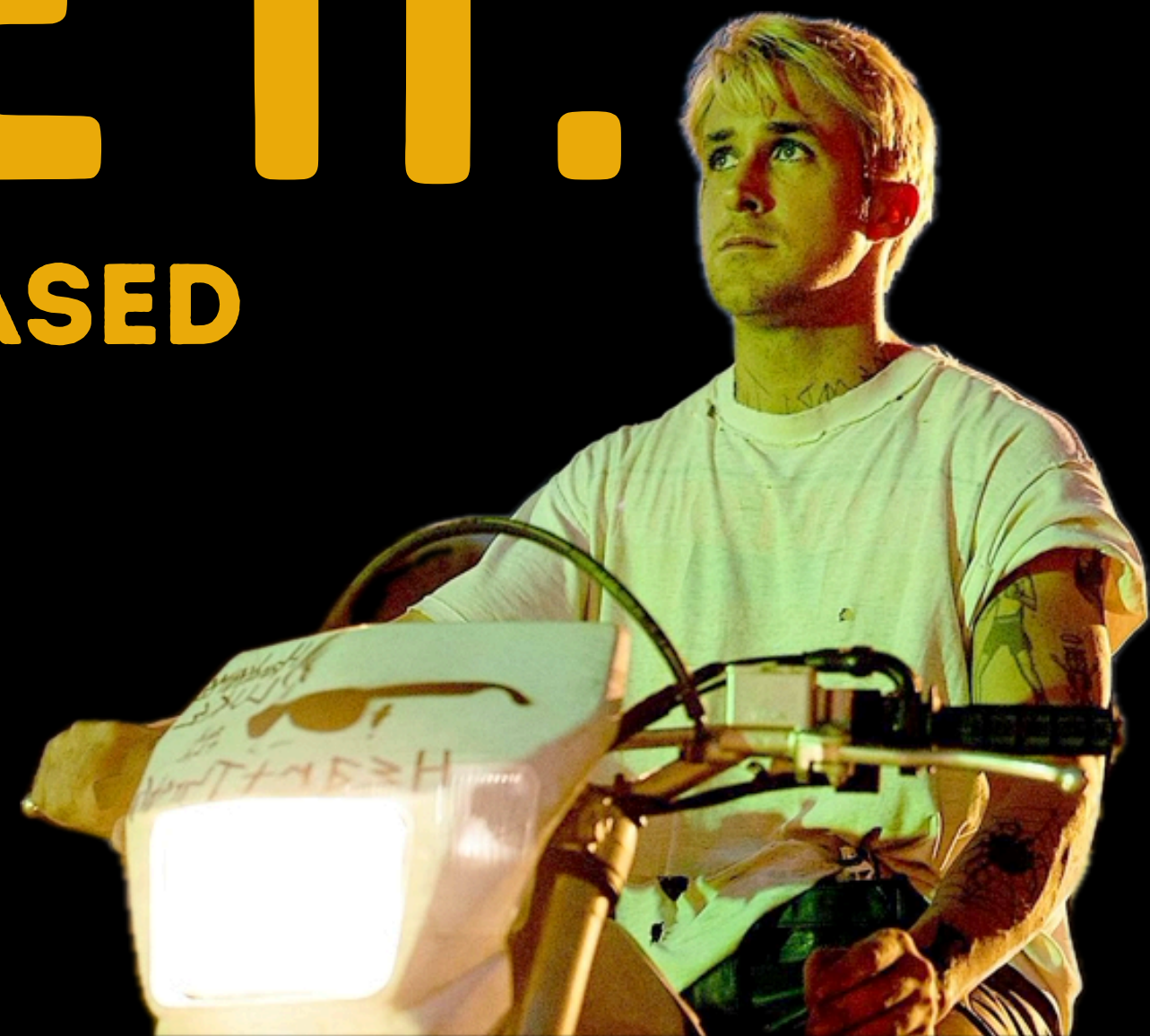
WILD IDEAS?
PITCH THEM **HERE!**



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**RIDE IT LIKE
YOU STOLE IT.**

CHASING OR BEING CHASED



INNOVATION LOOP

FIRST THEY CALL YOU A **LUNATIC**.

THEN THEY START TO **LISTEN**.

THEN THEY **FOLLOW**.

THEN THEY **COPY**.

THEN THEY TAKE **CREDIT**.

REPEAT.

**“MY IDEAS HAVE CREATED
A LOT OF CAREERS.”**

MIKE SMITH

**SEE YA ON THE
ROAD LESS TRAVELED.**

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**LETS TEAM
UP!**



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