



The Unchangeable Six Timeless Truths as a Guide

PETER AMPE

The Unchangeable

Six Timeless Truths as a Guide

For the unconditional, my love for Emily.

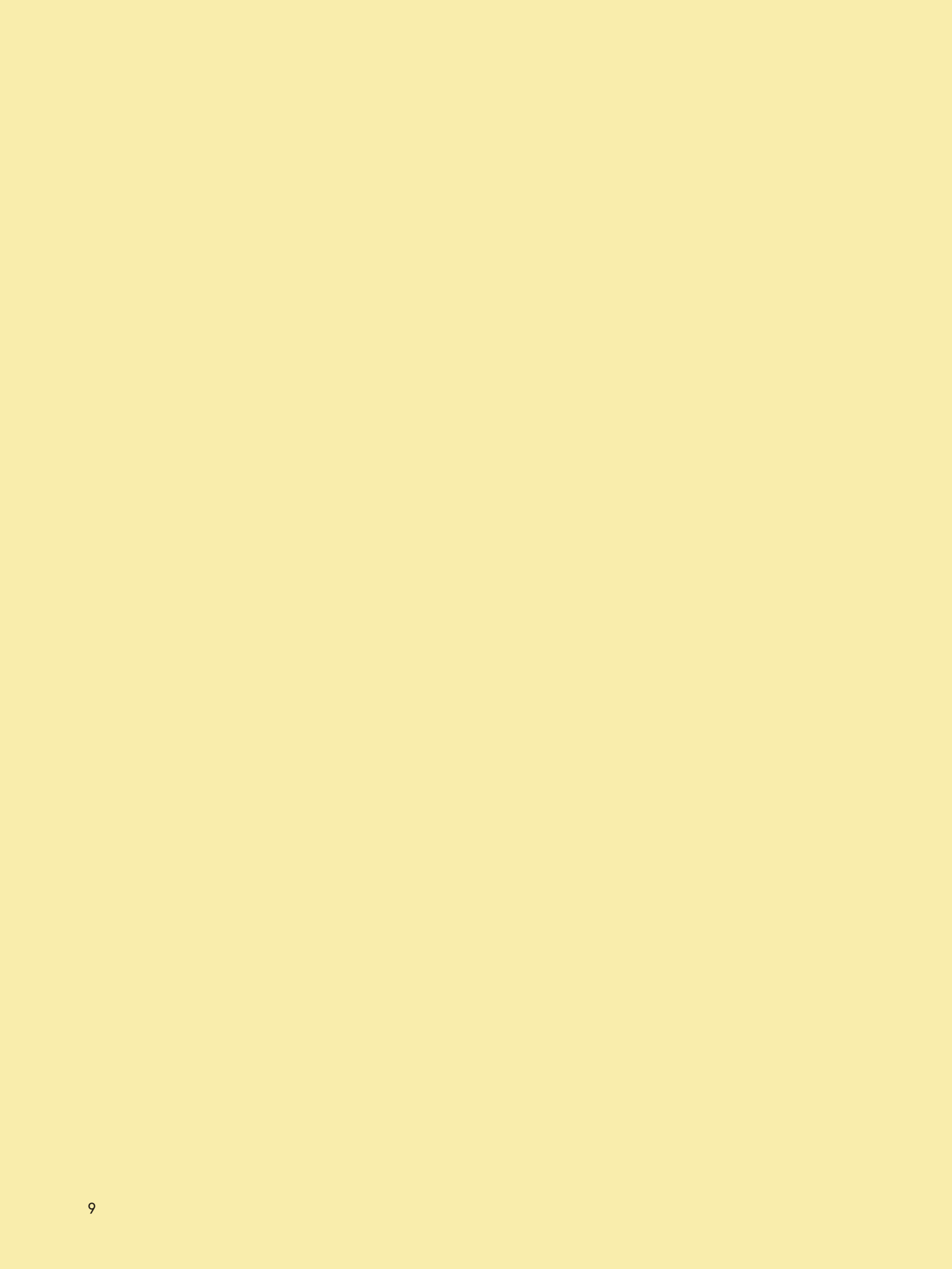
The recent happenings. New trends. Future trends. They push us in a different direction every week. They are like waves you have to either get around or use to your own advantage. This treaty provides guidance in changing times, by concentrating on the unchangeable. Six timeless building blocks will help everyone leading a group or composing a new group to make this group successful. It will help you stay true to your vision, keep your group together, only ride those waves that bring you closer to your goal and make your mark.

The Unchangeable was written in one go after reading *The Art of War* by Sun Zu, a military treaty from the 5th century BC. Like the latter, this text has a minimalist and philosophical style. It doesn't give solutions, but it does make you think of your own solutions. The author sees it as an incubation text; after reading it, it will urge you to think or rethink the dynamics within your group.

Don't lose yourself in waves anymore, look at the sea.

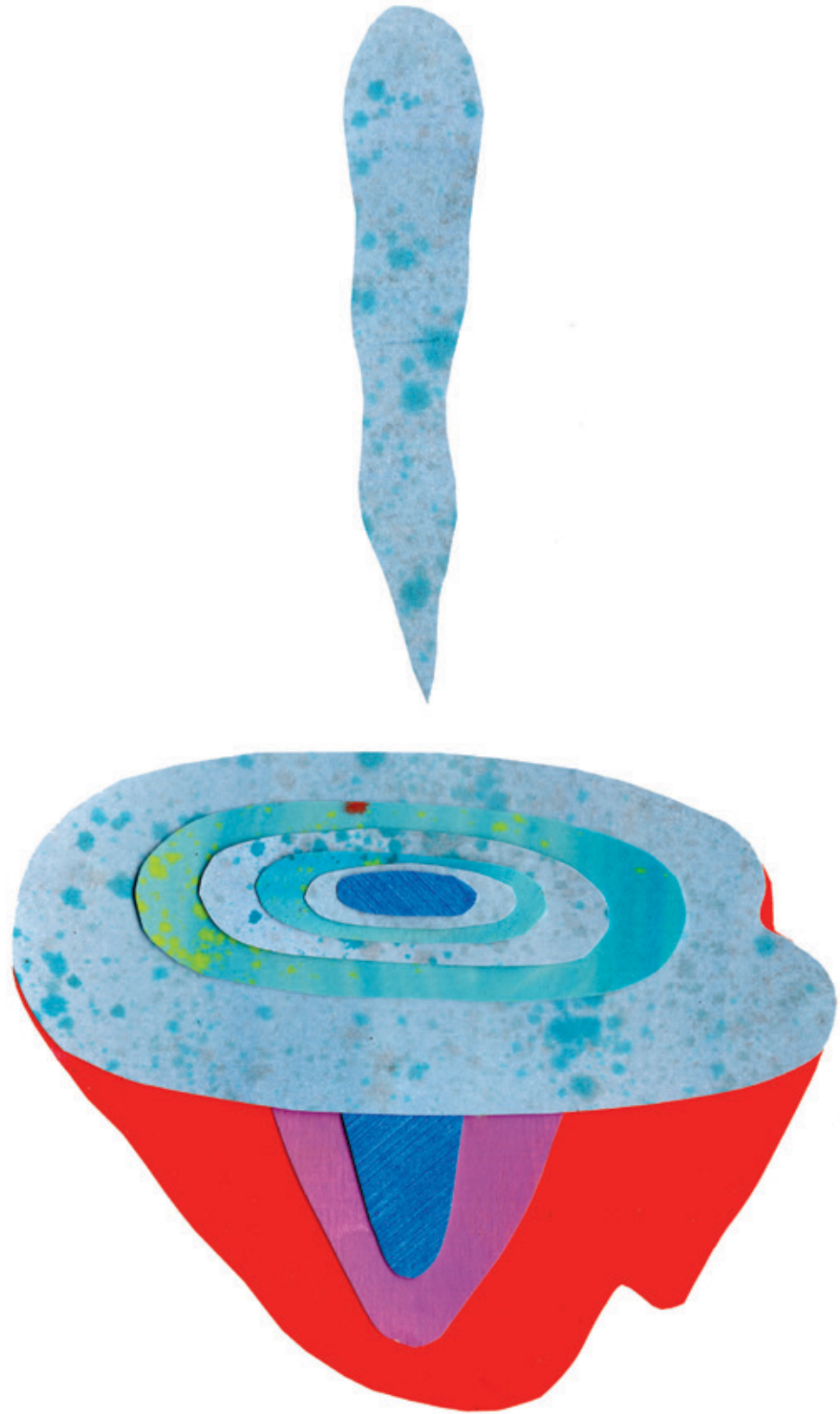
**A trend you can ignore, it will disappear the way it came.
A truth you cannot ignore, it will stay forever.**

Old Saying from 2020



The Unchangeable

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The Idea

1. Every innovation, every amelioration, every excitation starts with an idea.
2. An idea allows you to throw a stone beyond your physical abilities, because the idea quietly tells you to use the water as a springboard to make it travel further. An idea can make a river stop, or flow in new directions, altering the surrounding landscape.
3. An idea may help an individual. An idea may help a community. An idea may help society. An idea may help the planet. An idea should always be ambitious.
4. An idea is anchored in today or it is timeless, all the rest is noise.
5. An idea is born shapeless, as a thought. An idea only gets its form later. It is made visible through a network of dots that connect and reveal the idea's true size and shape.
6. An idea does not become part of a screen or a wall, it becomes part of the people and their culture.

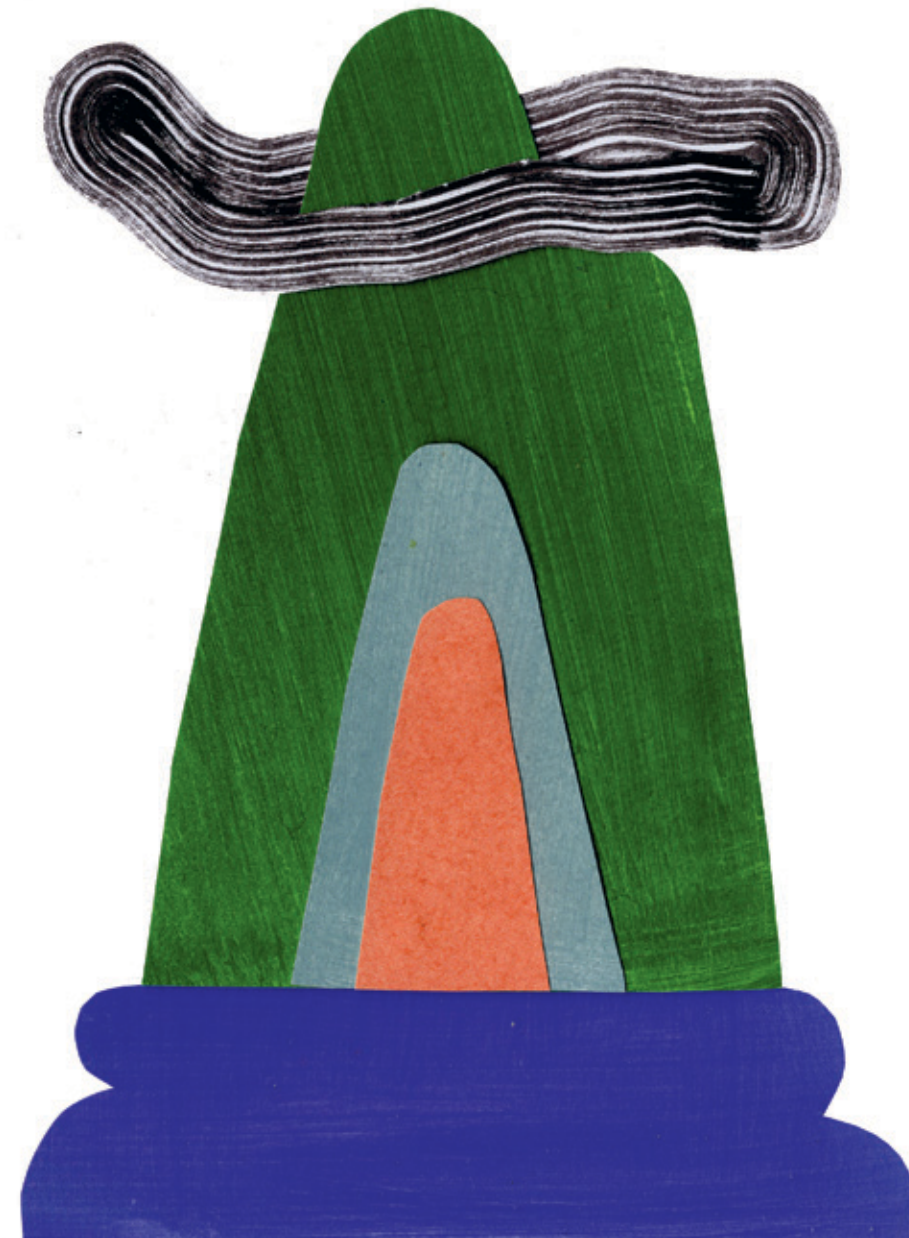
The Path

1.
You cannot keep people together
by gathering them in one place.
But you can keep people together
by gathering them on one path.

Formulate a common purpose;
make rank subordinate to path.
Make everyone know what to do in the absence of a leader.
Make everyone know where to go with the presence of a goal.
One purpose will make it easy to orientate.

2.
The path is unchangeable.
The path is changeable.

Unchangeable is the vision shaping the path.
Changeable is the landscape;
always move swifter than the shifting mountain slopes.
Changeable is the day;
every day is the first day;
different from the previous day
different from the following day.
Tomorrow will not resemble today nor yesterday.
Changeable are you,
who will keep changing for the better.



3.
Follow the path.
Complete the path.
Look to the ground below you.
Look to the mountains before you.
Look ahead of you like an explorer,
who interprets the ever-changing environment to their advantage.
4.
Make change innate to your group.
Make change when you are in the lead.



5.
Every successful group has a rich harvest.
It's the harvest that determines the success of a group.
It's the harvest that attracts new talent.
It's the harvest that cultivates the seeds for the next crop.

6.
Every successful group has sun and rain in its own ranks.
Personified by one or more leaders,
dispersed by the whole group.
If you have more than one leader,
avoid a combination of sun-sun or rain-rain.
Only a combination of sun and rain
will fertilize the path
and give the group a rich and even crop.

Without sun,
without rain,
there will also be a crop.
But this crop will be uneven,
produced by one single talent or a group within the group.



The Group

1.
A group has one single soul.
In a group everyone wants the same,
yet every individual contributes in a different way.
2.
A successful group
feeds on positive energy.
A successful group
feeds on negative energy,
because a negative remark always hides positive potential,
like a cobblestone always hides sand.
3.
A successful group
allows its members to take side roads
to see if any are as fruitful as the main road.
A successful group
asks its members to cross a mountain,
without saying if they should walk, fly,
or transpierce the flanks.
A successful group
lets its members swim in an adjacent lake,
lets its members share the crops of a field they cultivate.
A successful group
feeds the hunger.

4.
Talent does not make the difference,
collaboration of talent makes the difference.
A group turns every obstacle into a hurdle.
A group puts experts together that become friends
who understand each other without having to talk,
who don't find solutions,
but success.

5.
True talent shares ideas,
lets go of ideas,
hears everyone but listens to no one.
True talent knows the power of mathematics.
In a group of one there is only one combination to make.
In a group of 20 there are endless combinations to make.

6.
One star will automatically draw all the attention to itself.
A constellation of stars draws the attention to what it gives shape to.
True stars realize they can only shine in the presence of other stars.
Don't forget that the names of constellations
are better known than the names of the individual stars.



The Assignment

1.
Every problem,
every assignment,
presents itself like a rock.
It's tempting to gather as many people as possible
to move the rock.
It's wiser to gather fewer people
and think about finding the right leverage.
Maybe the rock doesn't need to be moved after all,
maybe the rock can be used to move something else.
Think long enough to find the leverage,
this can be a force within the group,
this can be an external force.
It will always be an idea,
afterwards it will always seem evident,
Even if in the end you moved something else
and not the rock.

2.
A ball you pass to someone else
travels farther than a ball you bounce to yourself.

3.
When a challenge is ambitious,
a group of 20 can do more
than a group of 10
than a group of 5
than the traditional team of 2.

When a challenge demands efficiency,
a group of 2 is better
than a group of 5
than a group of 10
than a group of 20.





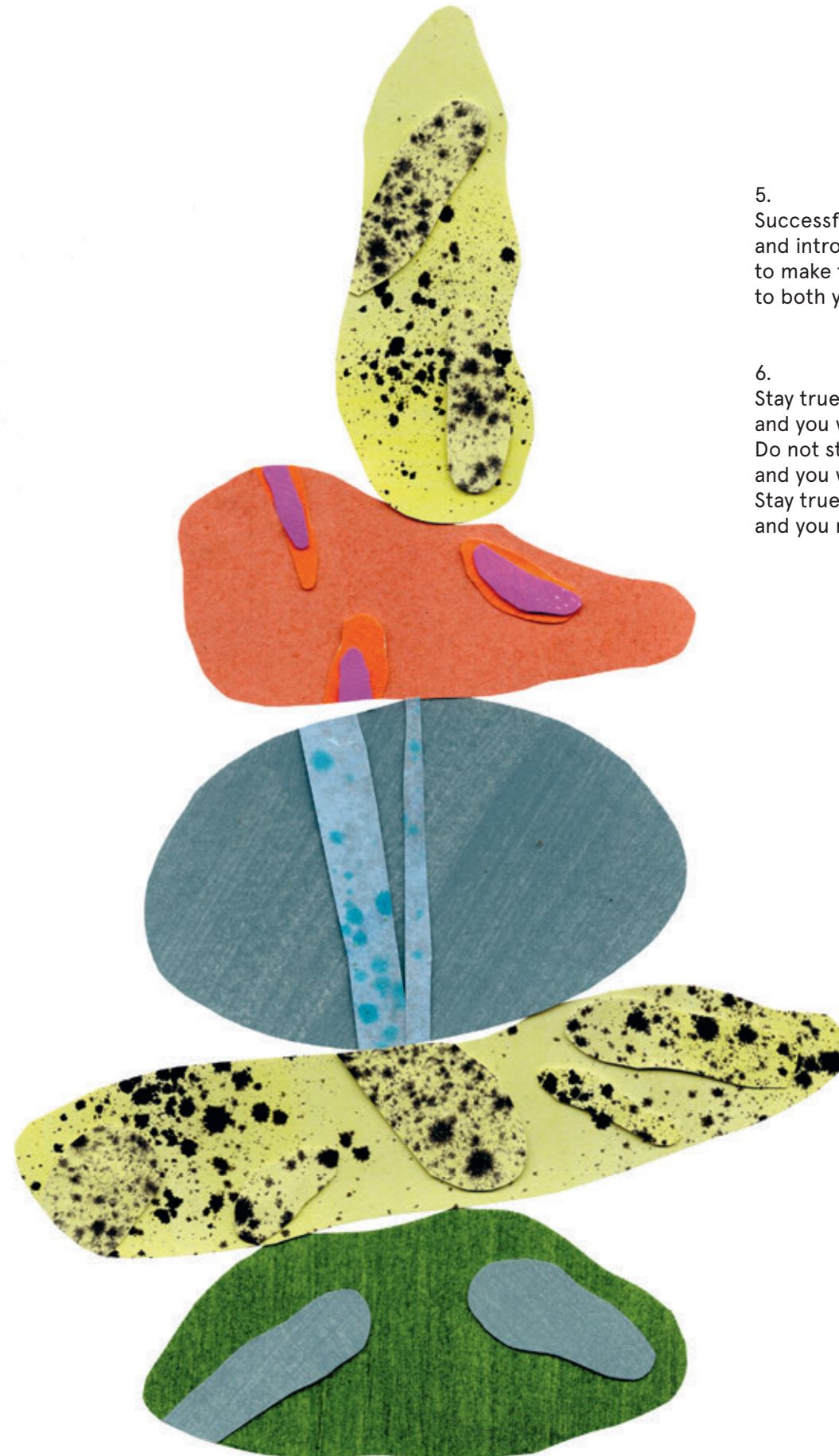
4.
Every group can find an idea,
only successful groups will bring an idea to life
by creating enthusiasm around the idea,
by creating reassurance around the idea,
by involving other groups.
One of these groups is the client.

5.
Every mission has a commissioner.
To the group the idea will be evident.
To the commissioner the idea will present itself as a schism:
It has the attractive force of the sea, because of its potential success.
It has the fatality of the sea, because of its potential dangers.
Every new moon brings new commissioners.
They come in waves, they come from different valleys.
Their cycle can last as long as the reigning period
of an emperor or an empire,
or it can be as short as the cycle of the moon.

6.
Real success reaches higher than a stage,
real success lasts longer than one evening.
Success is not the attention you get for yourself,
success is the impact you make for your client.

The Weapons

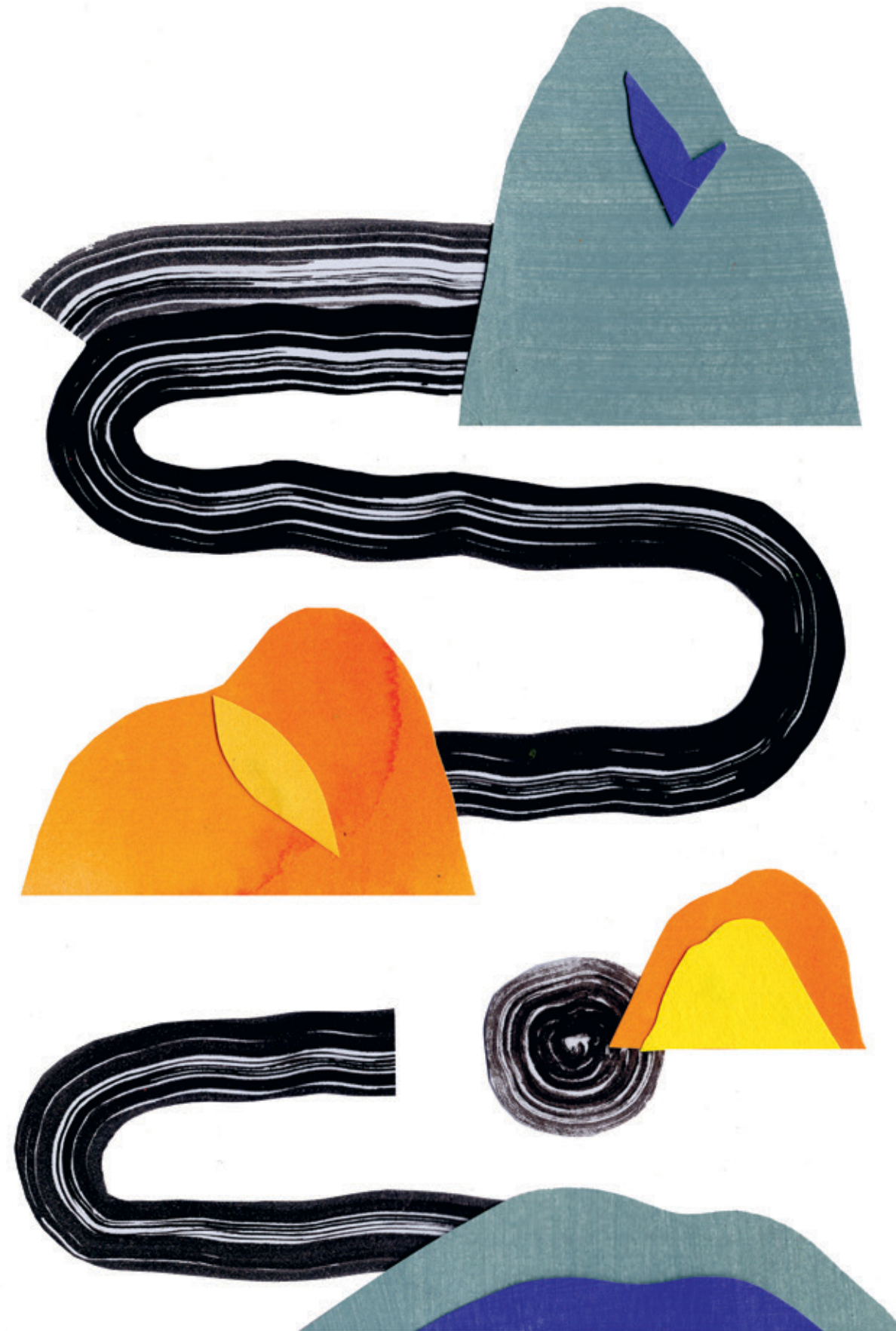
1. Successful individuals within the group will learn to fight with new weapons. They see it as a way to renew themselves and find new solutions to old problems. They will be good with a sword, they will also be good with a lightsaber. Embrace new weapons so intensely, they become a part of you.
2. Successful groups are never the first to use a new weapon. Successful groups are the first to use a new weapon in a relevant way.
3. Do not restrict yourself to one weapon, if your weapon becomes obsolete, so will you. Adopt a mental attitude allowing you to keep on trying out new weapons. Flexibility is more important than ability. It is more important than your physical ability. Know all trends, follow few. A trend you can ignore, it goes away by itself. A truth you cannot ignore, it will remain.
4. Your talent is your greatest asset, it is your natural resource. It will make you independent of any weapon. If you have analytical skills, develop that skill. If you have conceptual skills, develop that skill. If you have organizational skills, develop that skill. If you have makers skills, develop that skill. For the skills you don't have, surround yourself with people who have them. This also requires a talent.



5. Successful groups remain true to their positioning and introduce new weapons to make the path visible in ever-changing ways to both your own group and other groups.
6. Stay true to your positioning and also to your weapons, and you will disappear. Do not stay true to your positioning and do not stay true to your weapons, and you will confuse yourself and the other groups. Stay true to your positioning and renew your weapons, and you remain relevant.

The Dynamics

1. Successful groups ask everyone to act as if they live by the seaside; with their back turned to the known—the land, face towards the unknown—the sea. The sea brings opportunities. Overseas brings new contacts.
2. If you work together with other groups, work as partners, talk as friends. Friends trust each other. Friends speak openly. Friends can turn two groups into one, can turn three groups into one. A group of friends remain one when things go well, a group of friends remain one when things go bad.
3. Successful groups experiment with new profiles. It's cross-fertilization that leads to new species, to new evolutions. Ask yourself at the end of every year, which new profile or service you want to introduce to your group. Ask yourself at the end of every year, which new crops you want to cultivate.





4.
Successful groups
know the importance of putting together
experts from different domains.
Colliding worlds always lead to new discoveries,
tectonic plates always lead to new continents,
migrating people always lead to new cultures.
Successful groups
are able to make their own mythological figure.
What new combination of skills will win your fight?
Find your lion with eagle's wings.
Find your bull with a man's head.
Find your goddess with snake's hair.
Ask yourself at the beginning of each assignment,
which combination will make the difference,
which combination will surprise and conquer.

5.
This is how a group will obtain success,
by constantly questioning itself.
This is how a group keeps progressing,
by looking for new combinations,
outside your valley,
outside your comfort zone.

6.
Which mythological creature will you put together?
Whom shall you put together?
With whom do you want to sit together?

Credits

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