

**Agora Talentia**

**Pamplona**

**11 February 2009**

**Sir Ken Robinson**

FROM ONE OF THE WORLD'S LEADING THINKERS  
IN CREATIVITY AND INNOVATION

# THE ELEMENT

HOW FINDING YOUR PASSION  
CHANGES EVERYTHING



**KEN ROBINSON**  
with LOU ARONICA

[www.theelementbook.com](http://www.theelementbook.com)



*“Like Disneyland  
and Santa’s  
Grotto all in one  
place. Just  
intoxicating.”*

Bart Conner

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# Redefining Genius

- 3 - 5 98 %
- 8 - 10 32 %
- 13 - 15 10 %
- 25 + 2 %



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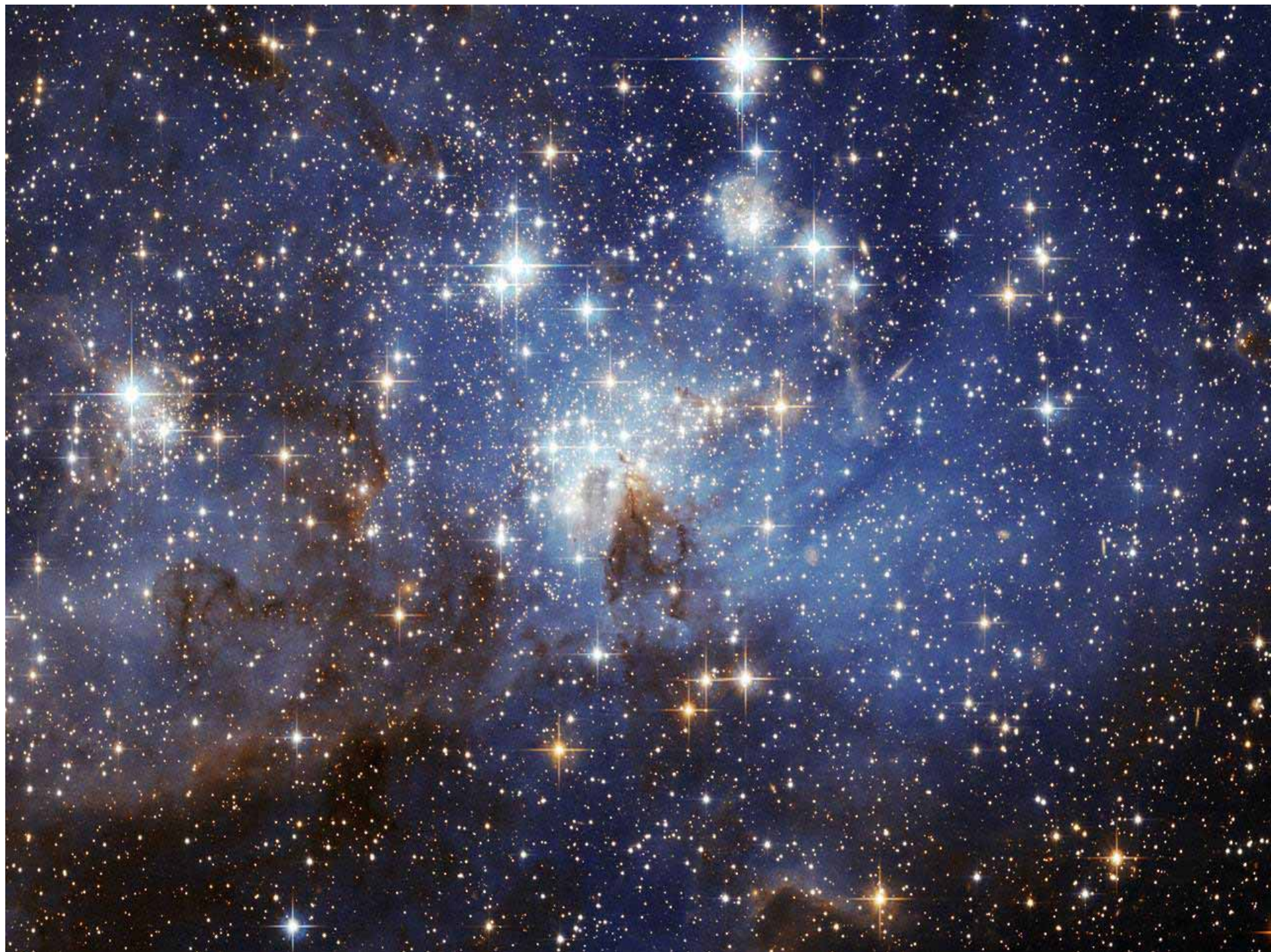
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Is man what he seems to the astronomer, a tiny lump of impure carbon and water impotently crawling on a small and unimportant planet?  
Or is he what he seems to Hamlet?

Or is he both at once?

**Bertrand Russell**



Earth



Venus



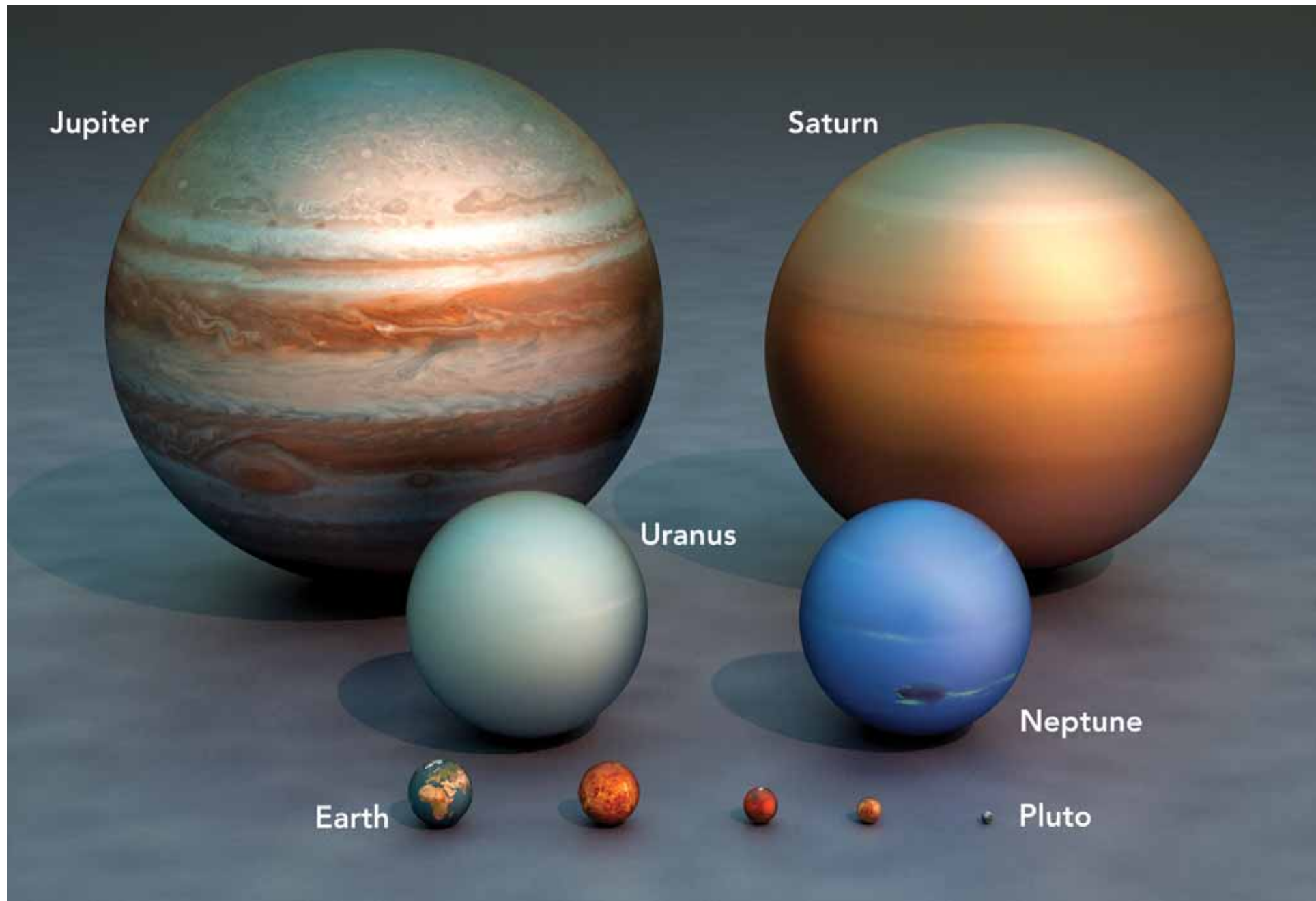
Mars



Mercury



Pluto



Jupiter

Saturn

Uranus

Neptune

Earth

Pluto

Sun



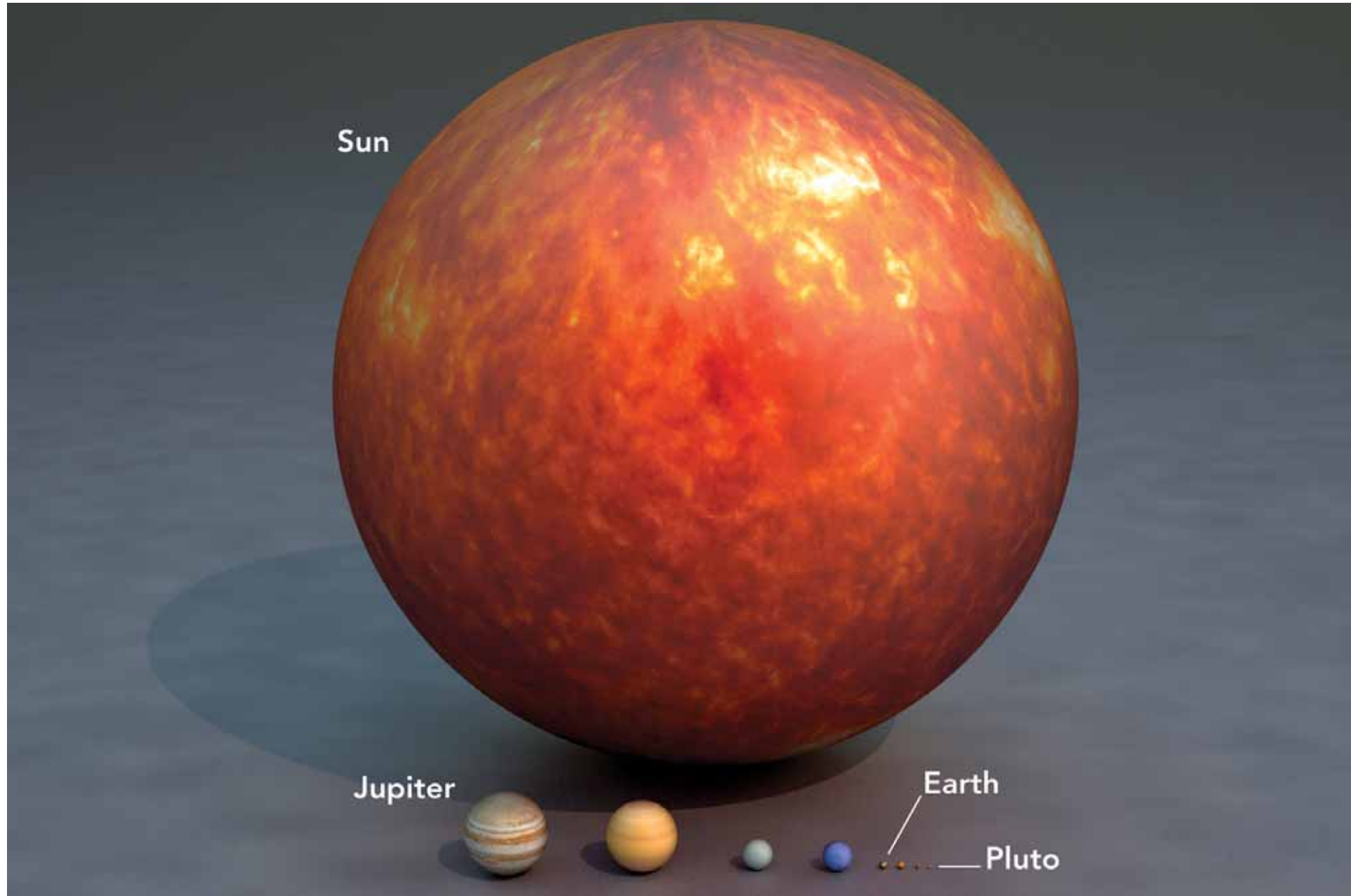
Jupiter



Earth



Pluto





Sun



Sirius



Pollux



Arcturus

Jupiter is about 1 pixel in size  
Earth is invisible at this scale



Betelgeuse



Antares

Sun is about 1 pixel in size  
Jupiter is invisible at this scale



Sirius



Pollux



Arcturus



Rigel



Aldebaran



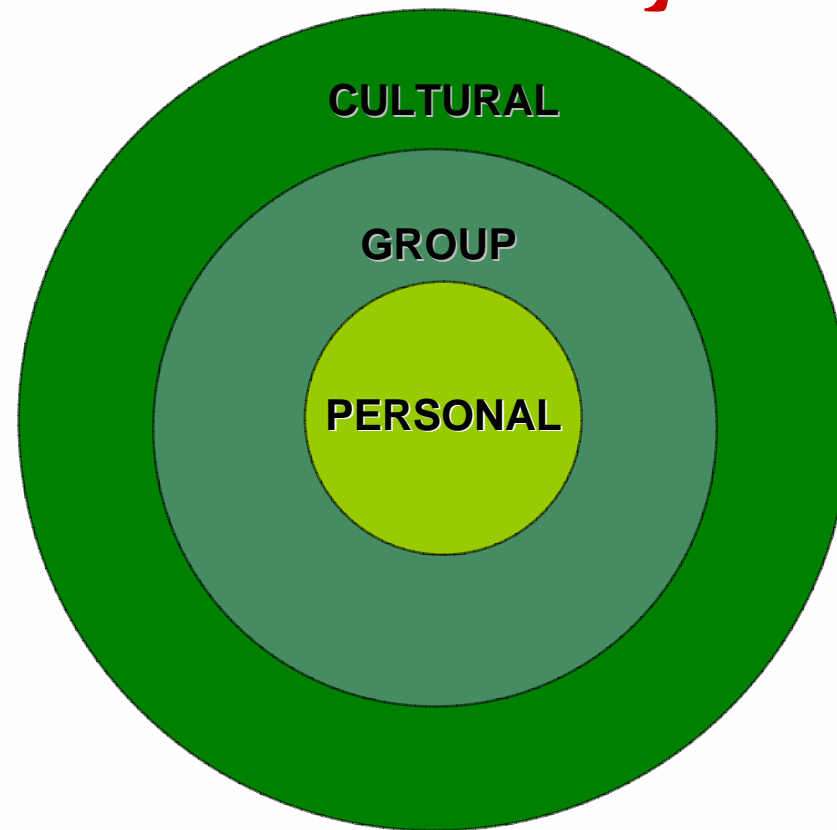
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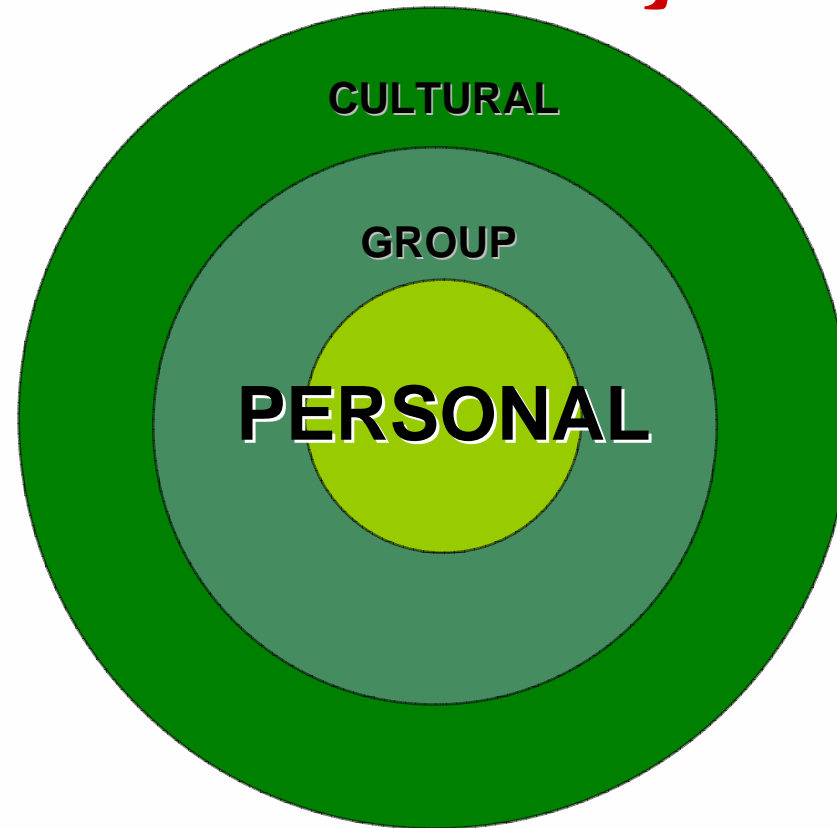
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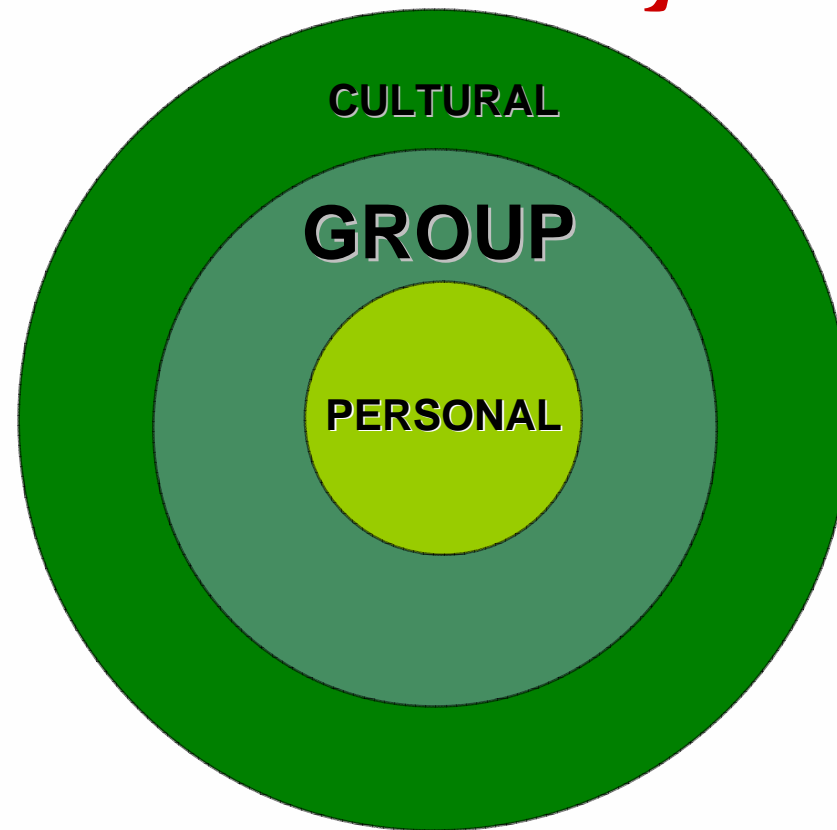
# Promoting Greater Creativity



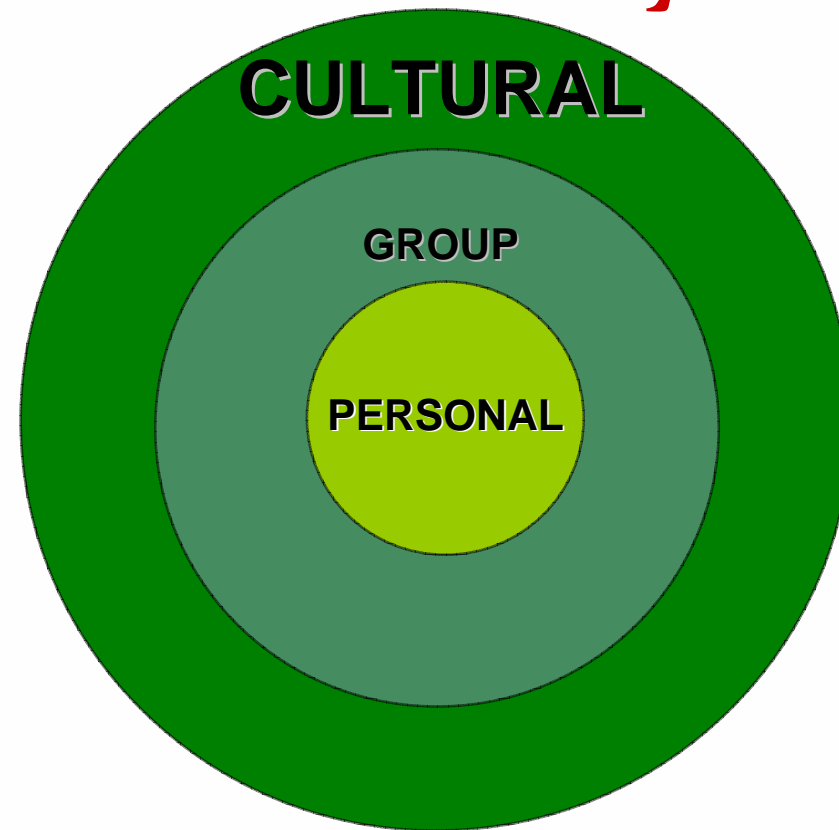
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