

COLLABORATION, CREATIVITY AND CONVICTION: ONE ON ONE WITH JERRY LORENZO

Jerry Lorenzo

Founder & Designer of Fashion Label, Fear of God; Global Head, Adidas Basketball

Jerry Lorenzo Manuel is an American fashion designer and founder of the renowned label, Fear of God. Most recently, he's been honored to partner with Adidas and join their team as global head of Adidas Basketball. Lorenzo grew up with first-hand understanding of the contemporary American landscape as he followed his father's professional baseball career cross country. In 2013, Lorenzo chose fashion despite plans to follow in the footsteps of his father in sports and established his fashion label. Lorenzo's honest and opinionated approach to fashion continues to push Fear of God into an icon of contemporary American luxury.

Jerry Lorenzo shares his thoughts on navigating leadership. Drawing especially from the impact of vision clarity, he offers practical insights for creativity, decision making, self-leadership and building partnerships.

Being Creative

Known for being creative as a fashion designer, Jerry shares that creativity is often misconceived as super conceptual and groundbreaking. Instead, he believes, "Creativity comes from problem solving. Start at the problem to direct the creativity."

Write below a problem you are currently facing.

Begin to list possible solutions to this problem.

- 1.
- 2.
- 3.
- 4.
- 5.

Increase your creativity by sharing the problems and your solutions with another person or team. Ask them, "What suggestions can you make to improve the possible solutions?"

Feed Your Mind

What we watch and listen to has an impact on who we are. Jerry shares, "I am constantly conscious of what I am feeding myself, what I am watching or listening to."

What do you need to stop feeding your mind? When will you do this?

What do you need to start feeding your mind? When will you do this?

How might what you have been feeding your mind address a current challenge you are facing?

Share as a team, how what you feed your mind has impacted your creativity? Note any insights that you learned from your teammates

Get a Vision

Jerry shares that the decisions he makes are guided by a vision for where he wants his life to go. His encouragement is, "Get a clear vision."

Write some thoughts about where you want to go in each of the following areas:

Family life	
Friendships	
Faith	
Vocation	
Education	
Physical well-being	
Emotional well-being	

Try what Jerry suggested: How does the vision you have written impact a decision you are making in each area? How could it impact these areas to a greater extent?

Family life	
Friendships	

Faith	
Vocation	
Education	
Physical well-being	
Emotional well-being	

Address Perceptions

It is easy to get caught in perceptions of others, believing and living for what others think of us. What is your answer to Jerry’s question, “Are you living in a way that feeds into those perceptions?”

How will addressing the perceptions you are caught in draw you closer to your best future?

Tackling Insecurity

Vulnerably, Jerry shares that he often has thoughts of insecurity, wondering, “Am I fooling the world? Am I not as good as who I am promoting myself to be?” He shifts his focus by putting those pressures “on the One who made me.” Take some time to reflect on the ways you encounter thoughts of insecurity. Note them below.

In what specific ways can you address those thoughts each time you encounter them?

Navigate Partnership

Creating partnerships and collaborations advances our impact. The practice Jerry uses to identify the right partners is to establish relationships with people who see the future the same way. Note on the line a relationship that you are in collaboration with (colleague, vendor, teammate, spouse, etc.)

How do you view the future the same way?

What can you do together to make that future picture a reality that you would not be able to do apart?

Challenge: Share with that relationship what you believe you can do together and discuss what ways you might strengthen the collaboration.

As a team, share with each other some of the insights you have around navigating partnerships.

ACT

Which core concept that Jerry Lorenzo shared is most relevant to your life? **What action step** can you discuss and implement as a team? Note your response below.