

#BehindtheSelfie with... Chris Rawlinson

 By Leigh Andrews

28 Sep 2016

This week, we find out what's really going on behind the selfie with Chris Rawlinson, ex-Ogilvy/WPP, now creator of 42courses.com, a learning platform for the creative industries.



Take that Ellen, my crack team is going to change the world!

1. Where do you live, work and play?

Rawlinson: Cape Town, WWW, Europe.

2. What's your claim to fame?

Rawlinson: I once sold so much wine to the tech world that the brand became known as the official wine of Silicon Valley.

3. Describe your career so far.

Rawlinson: 'Varied' could be a fair description. I've designed intelligent homes; flown commercial airplanes; helped build wine farms; helped build the geek community in Cape Town; taught digital marketing at universities, despite never having attended one myself; helped run innovation with Ogilvy & Mather, and now I run an edtech company.

4. Tell us a few of your favourite things.

Rawlinson: Travel, music, my team and new technology.

5. What do you love about your industry?

Rawlinson: I loved adland, it's tough but never boring. My old boss Gavin Levinsohn once said that any other job in your life will seem pedestrian after working in advertising and I agree. As for the edtech world... 'love' is a strong word at the moment, I got into it because I believe there's hard work to be done and a revolution to win. Education needs to work much better for the digital world we live in and if I can help shape that, it would be an honour.

6. Describe your average workday, if such a thing exists.

Rawlinson: Up around 9am, emails and admin in the morning, anything requiring deeper thought after lunch as I'm **not** a morning person, and any long tasks that need no distractions after 10pm till around 2am.

7. What are the tools of your trade?

Rawlinson: Pen, paper, Macbook Pro, iPhone, internet and an insatiable curiosity.

8. Who is getting it right in your industry?

Rawlinson: I love [Khan Academy](#) for adding a playful side to learning and any talk by [Ken Robinson](#).

9. List a few pain points the industry can improve on.

Rawlinson: Online learning is generally long, way too academic and boring. It's not enjoyable to look at, has slow feedback loops (i.e. did I get that right?) and is often just a digital version of what is taught in textbooks.

10. What are you working on right now?

Rawlinson: Designing some courses on Startups, Fintech, Design, Digital Marketing, Advertising, IoT and Innovation with some interesting global brands that have to remain a secret for now...

11. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself.

Rawlinson: The buzzwords I would love to be going around are 'gamification' and 'behavioural economics'. The phrase most repeated in our group is: "The best design and creative work is normally a process of reduction, not addition."

12. Where and when do you have your best ideas?

Rawlinson: Around 12am-2am.

13. What's your secret talent/party trick?

Rawlinson: Networking and introducing marvellous people to other marvellous people.

14. Are you a technophobe or a technophile?

Rawlinson: Safe to say I'm a technophile.

15. What would we find if we scrolled through your phone?

Rawlinson: No dead bodies.

16. What advice would you give to newbies hoping to crack into the industry?

Rawlinson: There are only three rules to advertising:

1. Nobody cares about advertising.
2. In order to be successful you must get noticed. If you're the same as everyone else, you will pass like a ship in the

night.

3. If you want to be successful for a long time, you need to add value.

So for adland, stand out, be proactive and add value.

Simple as that. Connect with Rawlinson on [Twitter](#), [Instagram](#) and [Facebook](#), email him at chris@42courses.com and visit the [42courses website](#) for more.

**Interviewed by [Leigh Andrews](#).*

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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