

Hello,

(I'm **@todddhenry**)

CREATIVITY



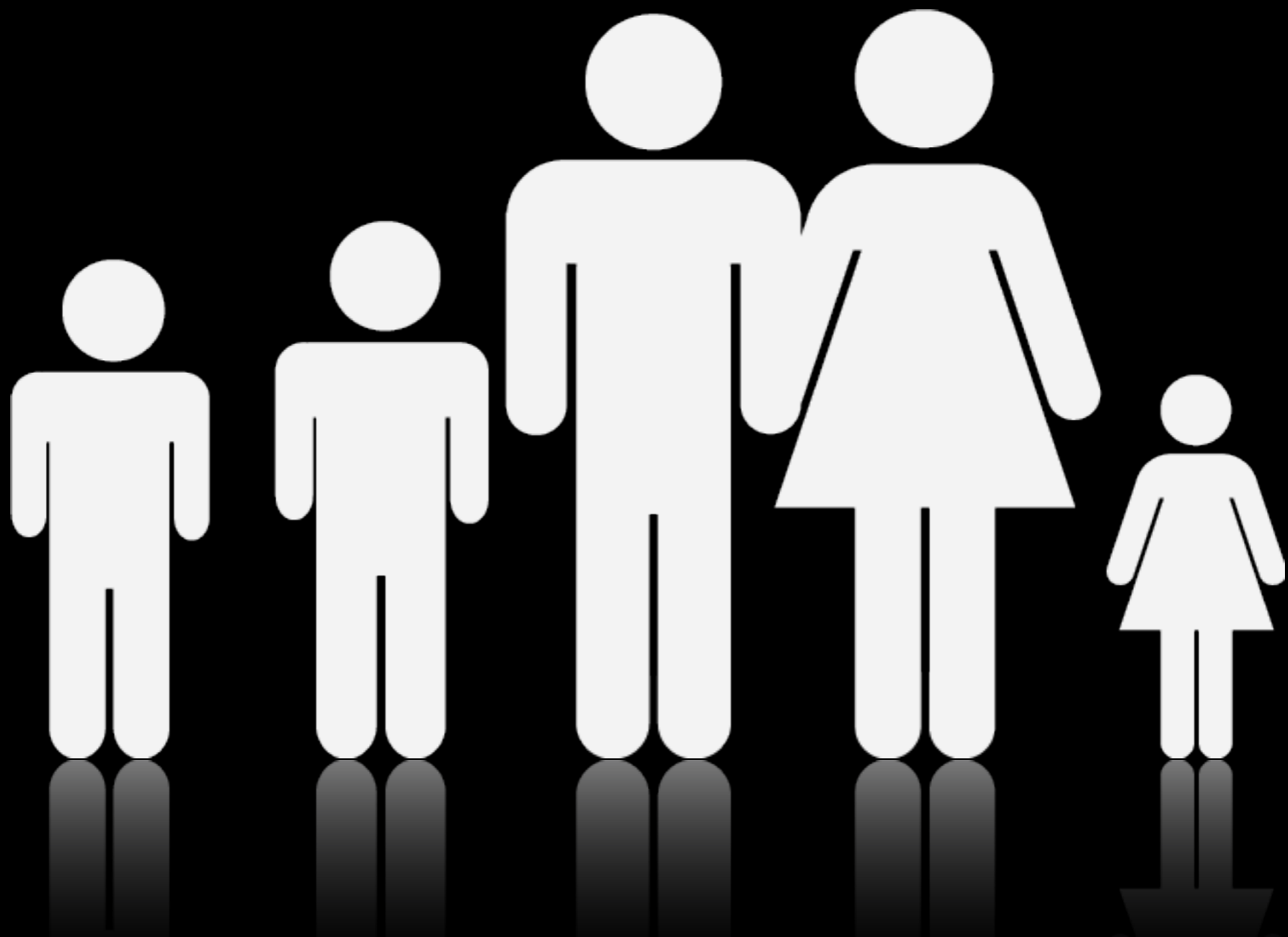
MS-OW SPECTRUM



Mr. Spock



Oprah





Prolific
BRILLIANT
+healthy

Prolific +
BRILLIANT
- healthy

= FRIED

Healthy +
BRILLIANT

- prolific

= UNRELIABLE

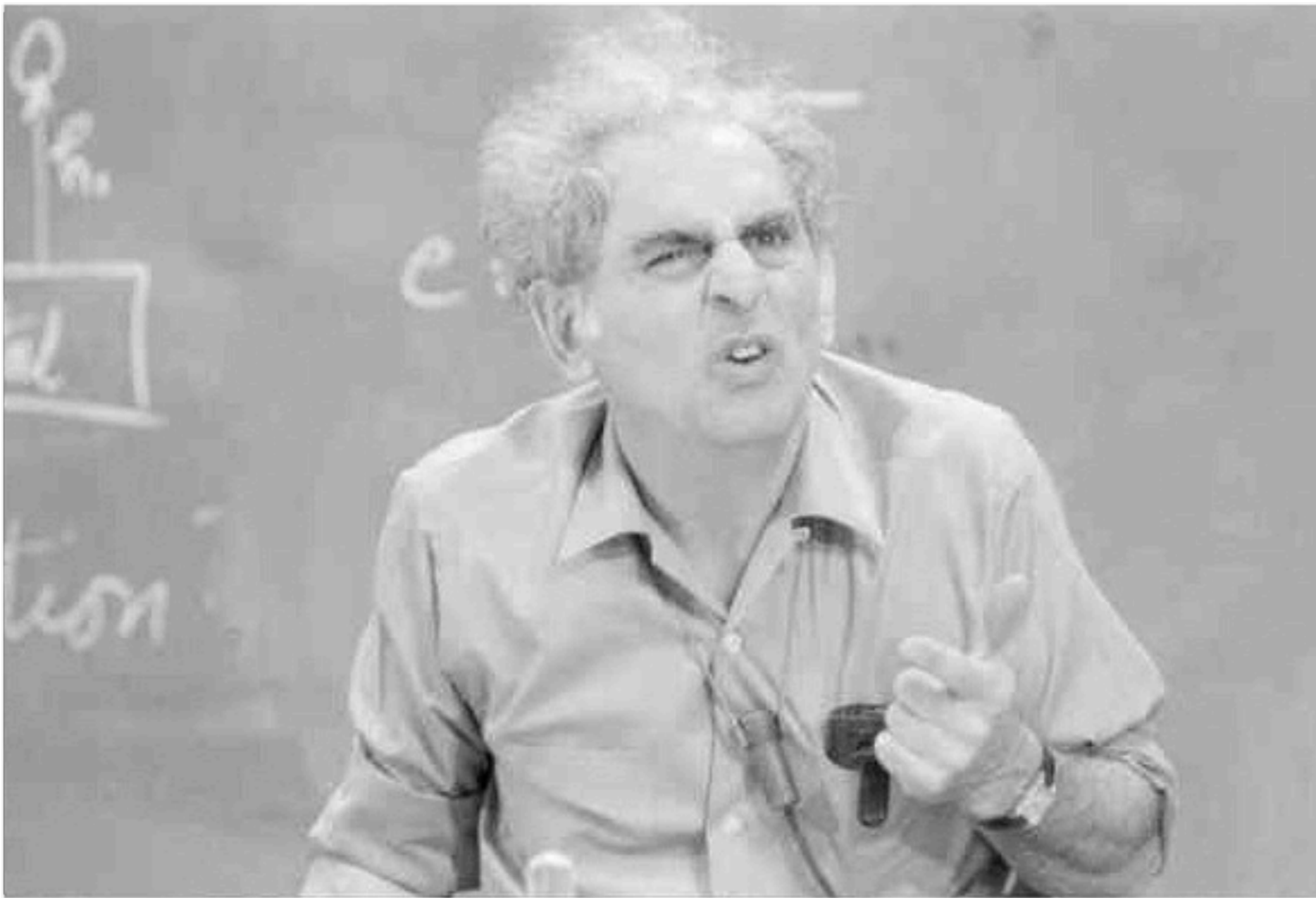
Prolific +
HEALTHY
- brilliant

= FIRED

Prolific
BRILLIANT
+healthy

75

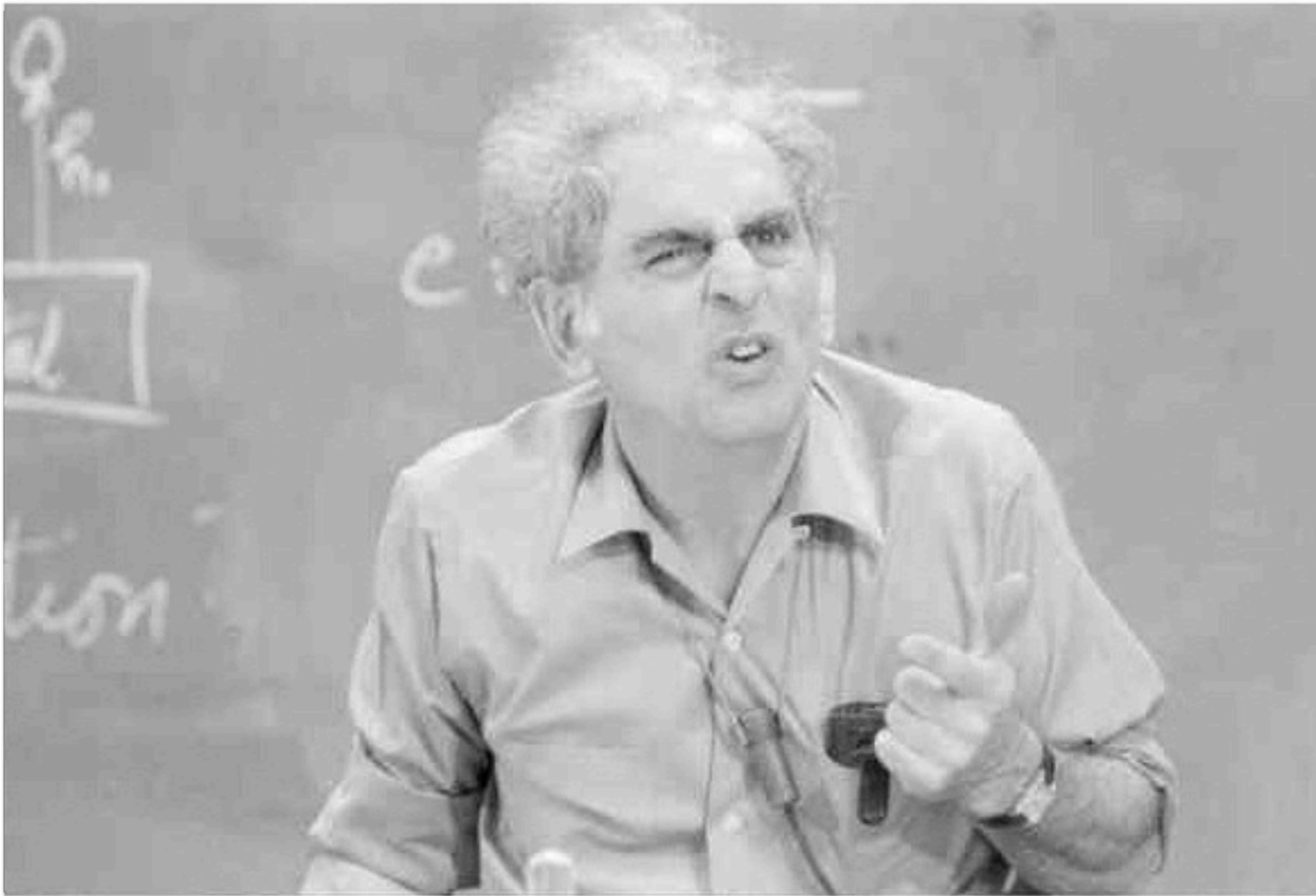




A. Dr. Julius Sumner Miller

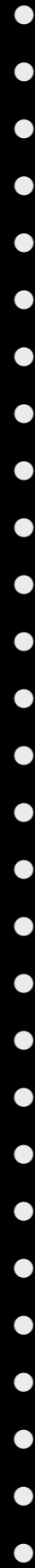
B. Dr. J

C. My crazy uncle Harry pointing at me and telling me to get a REAL JOB and stop talking about all of this creativity nonsense.



Dr. Julius Sumner Miller

“Physics is my business!”

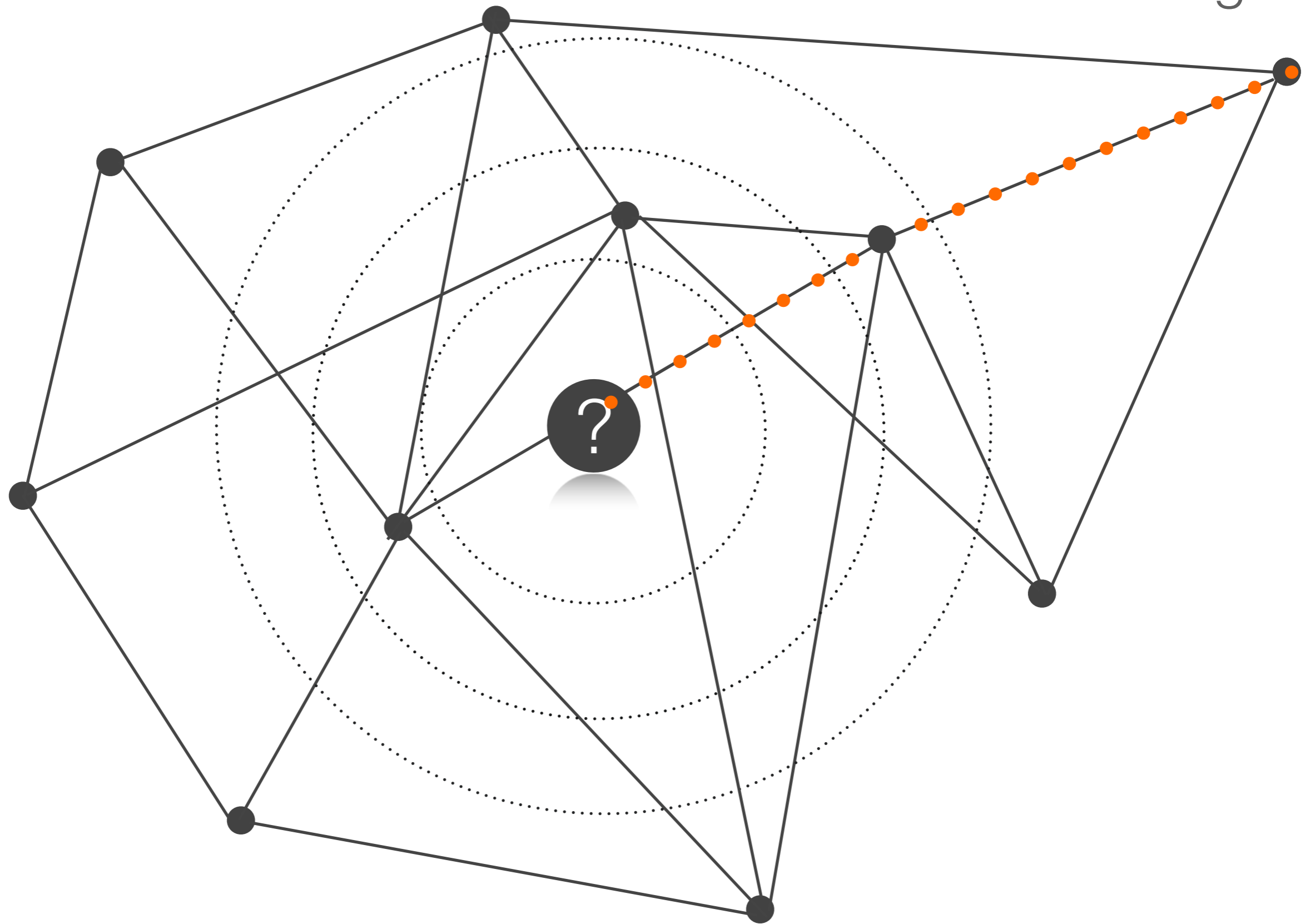


THE TIMES

A white rectangular area containing a newspaper layout. The layout includes the text "THE TIMES" at the top right, followed by a wide gray bar. Below this, there are several gray boxes of varying sizes and shapes, representing different sections of a newspaper page. The boxes are arranged in a grid-like fashion, with some boxes being larger and others smaller, and some being stacked vertically or horizontally.

CREATE-ON-DEMAND

Insight



{5 STEPS}

DEFINE PROBLEM
EXPLORE OPTIONS
CHOOSE BEST OPTION
EXECUTE
RINSE & REPEAT

{~~5~~⁴ STEPS}

PANIC ABOUT

~~DEFINE~~ PROBLEM

EXPLORE OPTIONS~~X~~

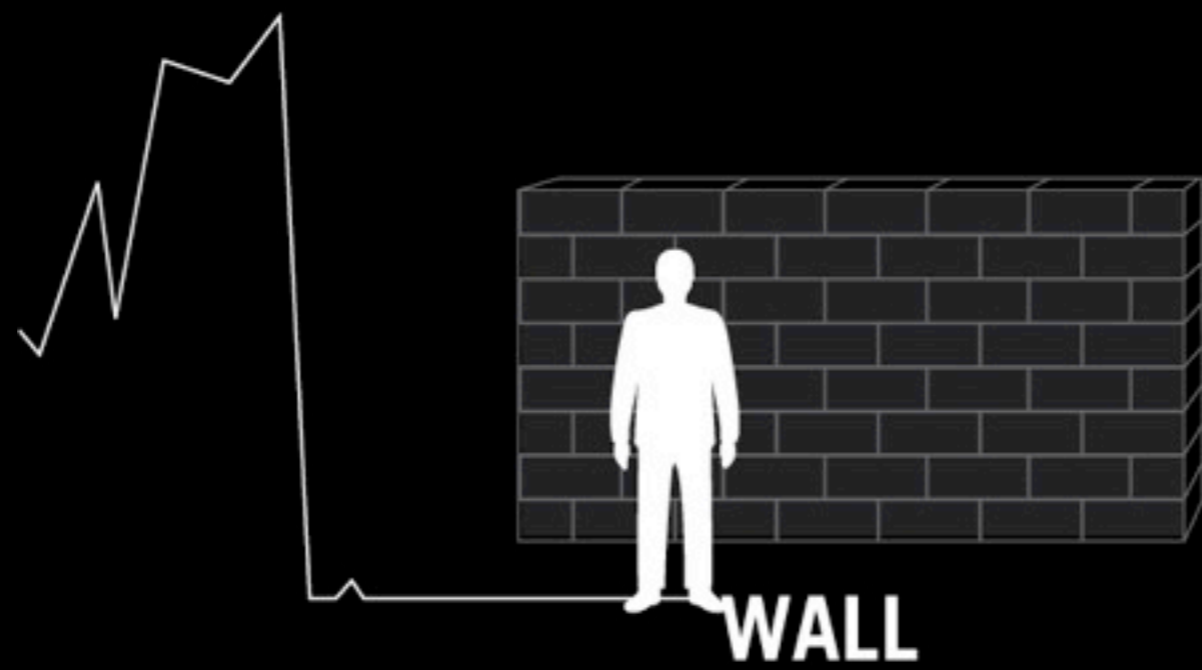
CHOOSE ~~BEST~~ OPTION

EXECUTE!!!

~~RINSE & REPEAT~~

TOO

{APPROPRIATE}



WALL

ASSASSINS

DISSO WANCE



$$1+1 = [((27/3) / 3) - 1]$$

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT



FEAR



EXPECTATION

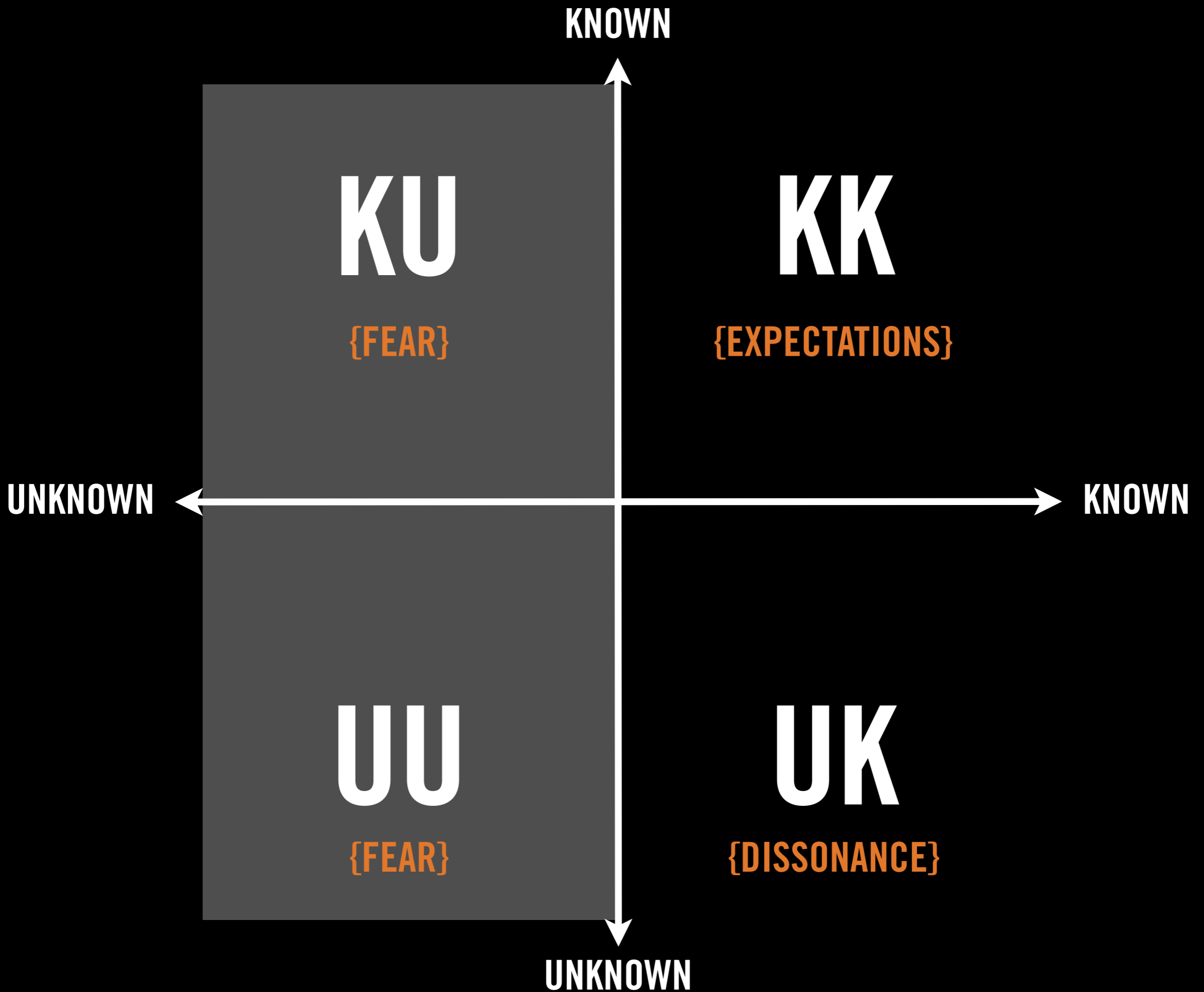
ESCALATION

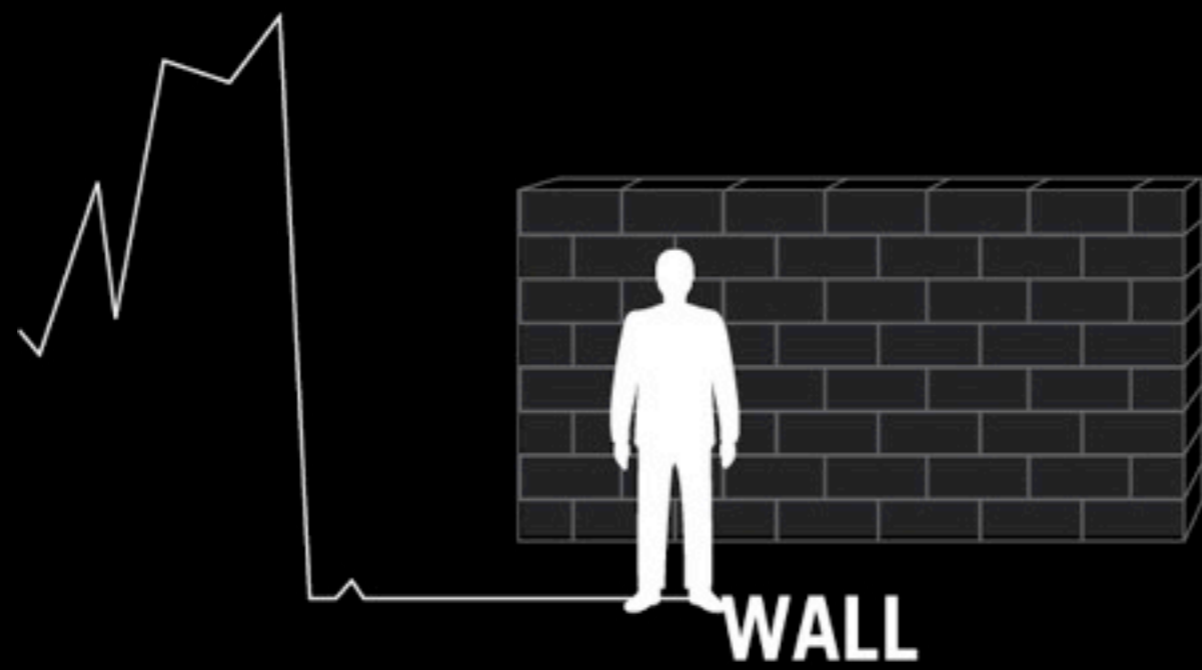


“ There are **KNOWN KNOWNS**. These are things we know that we know. There are **KNOWN UNKNOWNNS**. That is to say, there are things that we know we don't know. But there are also **UNKNOWN UNKNOWNNS**. There are things we don't know we don't know.”

Donald Rumsfeld







RHYTHM

{5 elements}

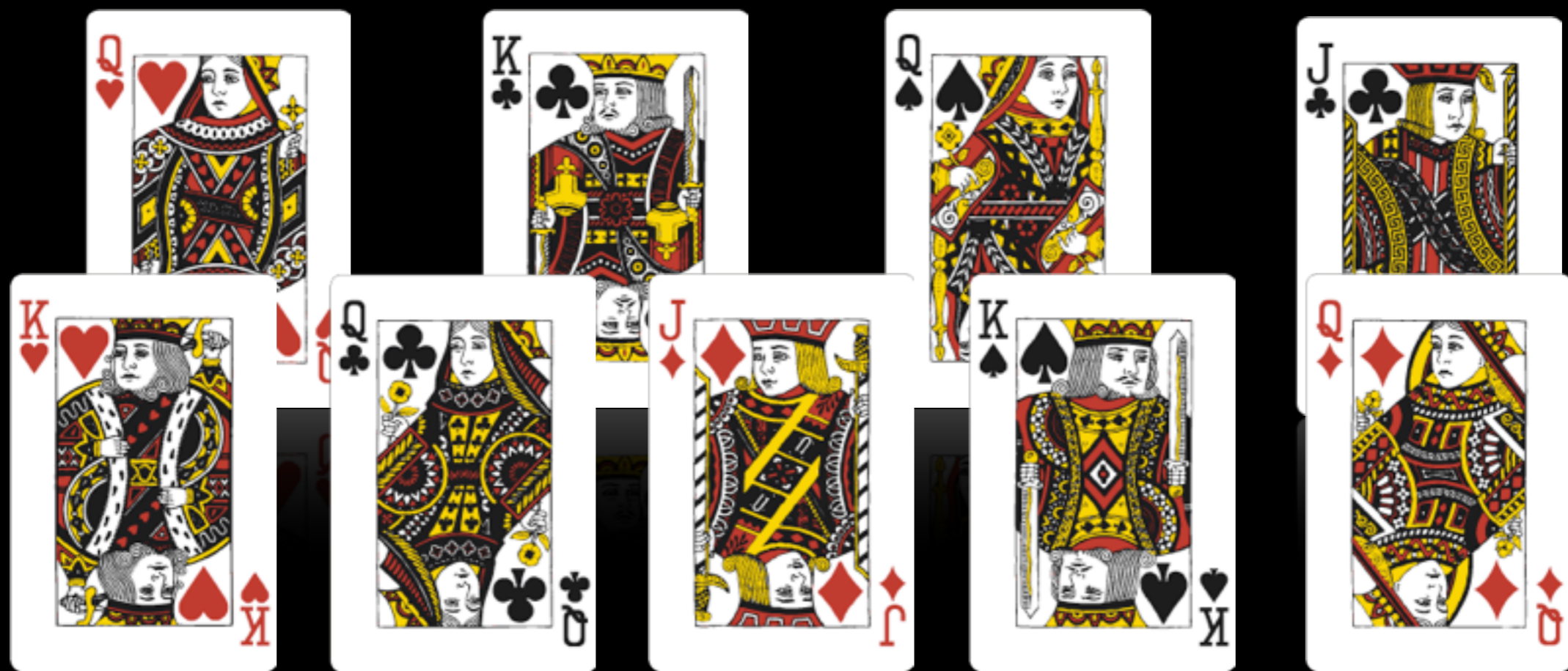
FOCUS











PiNG



24,000

66.6



DEFINE: CHALLENGES

REFINE: **BIG 3**

CLUSTER: ADJACENCY

RRELATIONSHIPS

START CIRCLES

HEAD TO HEAD



5CONVERSATIONS

~~STEAMROLL~~

TEAM + INDIVIDUAL





1. The CLARITY Conversation

- Do WHAT/WHY add up?
- Do you understand the OBJECTIVES?



2. The **EXPECTATIONS** Conversation

- Do you know what's expected of **YOU**?
- What do you expect from **ME**?
- Am I falling **SHORT**?



3. The **FEAR** Conversation

- What are you afraid **MIGHT** happen and why?
- Do you feel free to take **RISKS**?



4. The **ENGAGEMENT** Conversation

- What's your **ENERGY** level/enthusiasm?
- What's **INSPIRING** you?
- How do you **FEEL** about the work we're doing?
- What's the **BEST** thing we're doing and why?



5. The **FINAL 10%** Conversation

- What's the **DUMBEST** thing I/we are doing?
- What's the **SMARTEST** thing I/we are doing?
- What's something **OBVIOUS** I don't see?

ENERGY

ENERGY

PRACTICE PRUNING

THINK WHOLE LIFE

STIMULI

“I’m so glad I spent
15 minutes reading
the comments on
that CNN.com
article!”

NO ONE, EVER

HAVE A STUDY PLAN

TAKE (BETTER) NOTES

STIMULUS DIVE

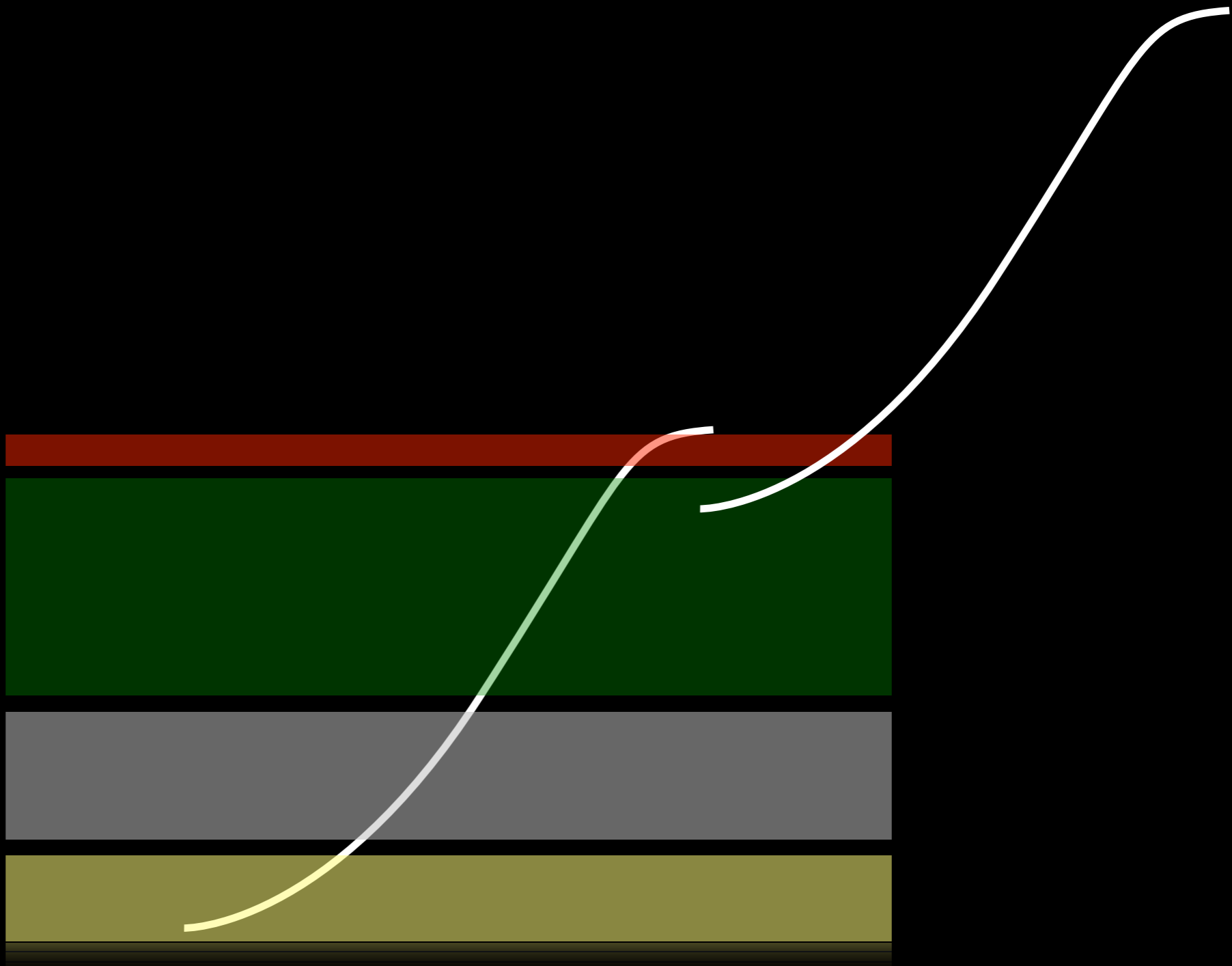
HOURS

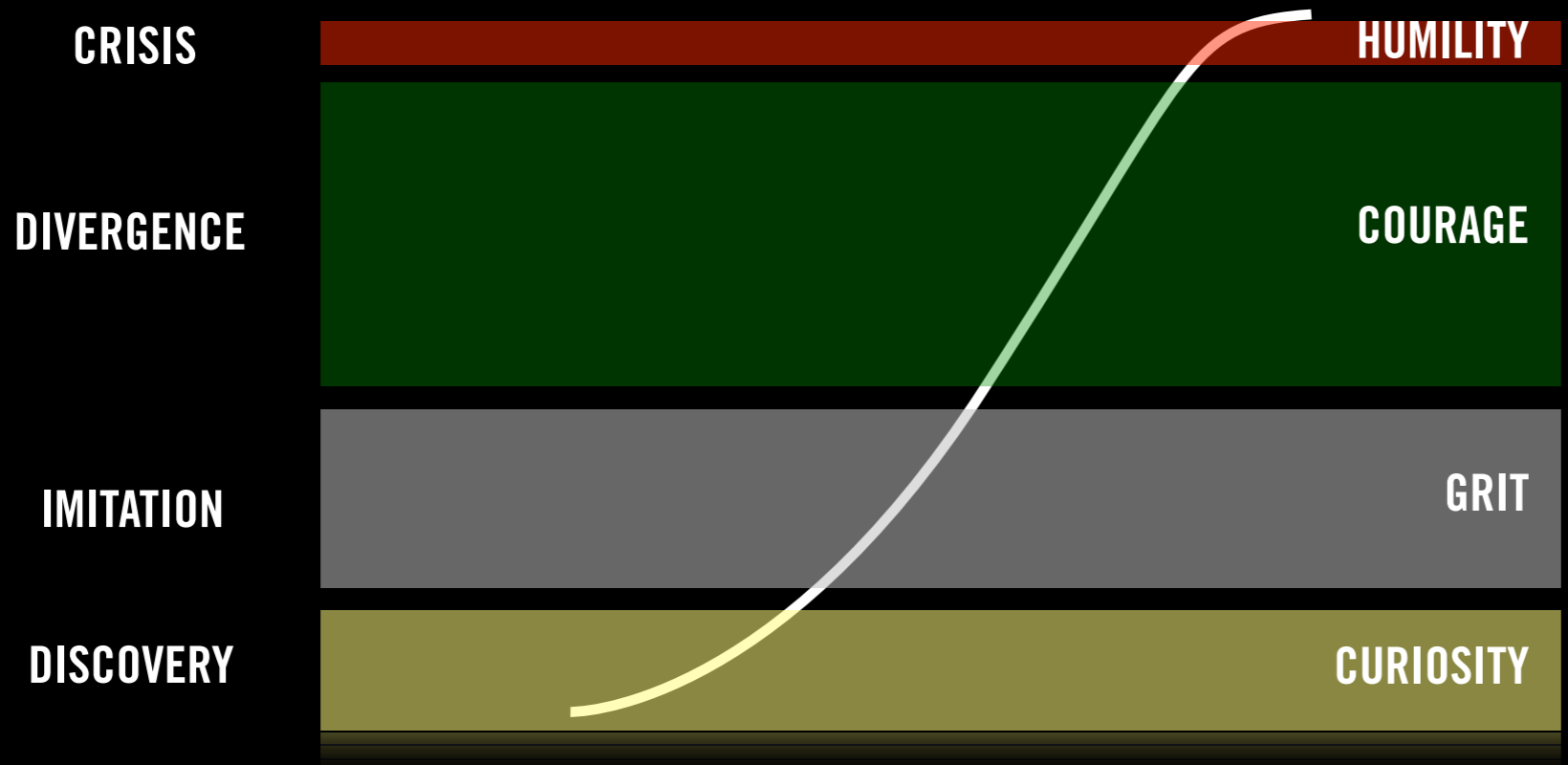


UNNECESSARY **CREATING**

CREATIVE GROWTH

CRISIS
DIVERGENCE
IMITATION
DISCOVERY





IDEA TIME

FOCUS

RELATIONSHIPS

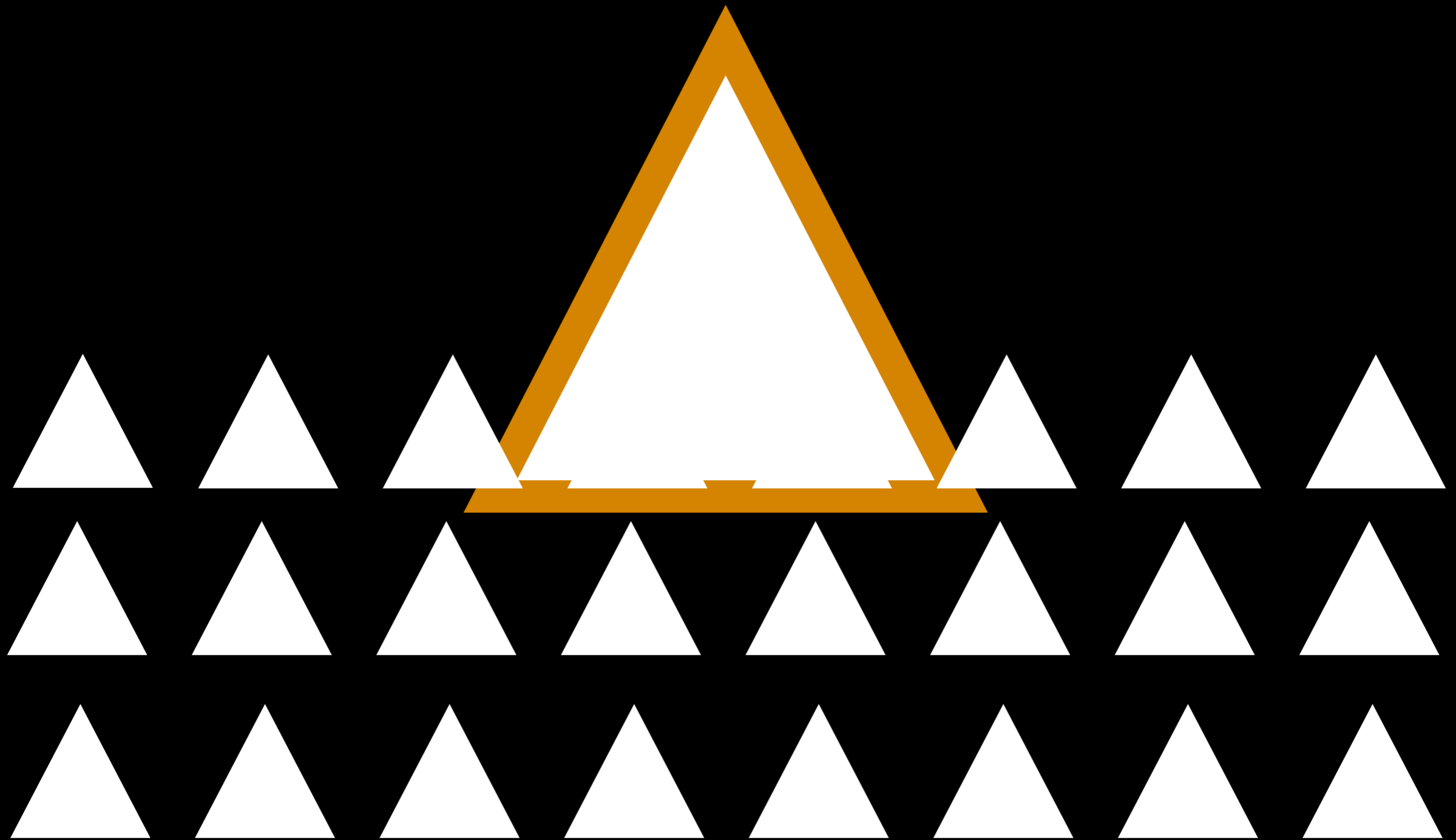
ENERGY

STIMULI

HOURS

Prolific
BRILLIANT
+healthy





“What you do every day matters more than what you do once in a while.”

GRETCHEN RUBIN

Mediocrity doesn't
just **HAPPEN**,
it's chosen over time.

Brilliance
DEMANDS
BRAVERY!



“There can be an intense egoism in following everyone else. People are in a **HURRY** to magnify themselves by **IMITATING** what is popular, and too lazy to think of anything better. Hurry ruins saints as well as artists. They want **QUICK SUCCESS** and they are in such a hurry to get it that they cannot take time to be **TRUE TO THEMSELVES**. And when the madness is upon them, they argue that their very haste is a species of integrity.”

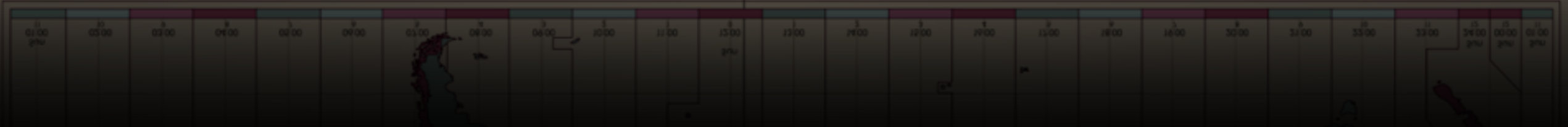
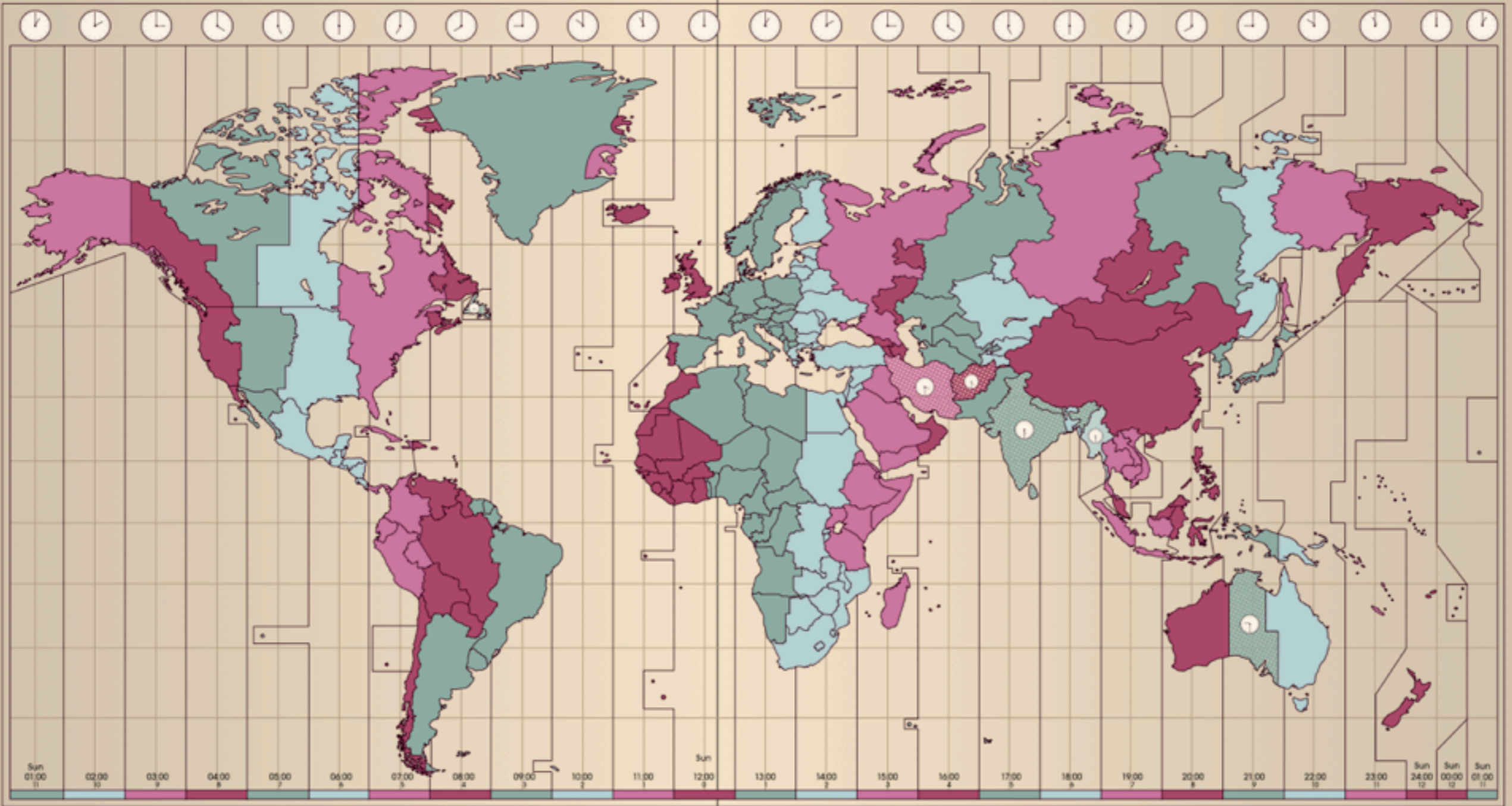
THOMAS MERTON

Cover Bands

DON'T CHANGE

The World

STANDARD TIME ZONES OF THE WORLD





DIE EMPTY

TODDHENRY.COM

DIE EMPTY

Thank You!