

WORKSHEETS

A collection of exercises to help you apply the principles in *Louder Than Words*.



50 NOTABLES

Pay attention to the clues in your life, and see if there are any patterns or hints of a “through-line”. Try to list ten instances in response to each question below.

WHEN ARE YOU AT YOUR BEST?

List some instances in which you always thrive and excel.

WHEN ARE YOU MOVED EMOTIONALLY?

List some times when you’ve been moved to tears over something you experienced.

WHAT STIRS YOUR (COMPASSIONATE) ANGER?

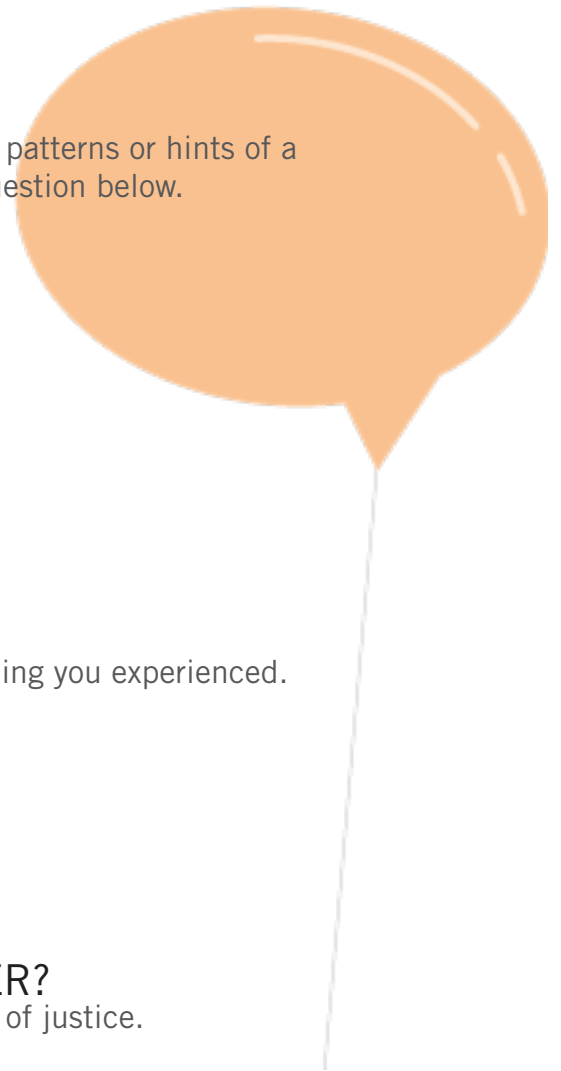
List some times when you felt compelled to act out of a sense of justice.

WHAT GIVES YOU GREAT HOPE?

List some things you hold onto with great hope, even irrationally, that others don’t.

WHAT KINDS OF PROBLEMS ARE YOU NATURALLY DRAWN TO SOLVING?

List some things that obsess you.



THE THROUGH-LINE

Identify the connective tissue that ties your best work together.

WHEN HAVE YOU BEEN MOST RESONANT/AT YOUR BEST?

Consider the times when your work has stood out from the pack. Why?

WHAT IS EASY FOR YOU, BUT DIFFICULT FOR OTHERS?

When are others amazed at your skill or insight?

WHEN HAVE YOU FELT THE MOST “ALIVE” IN LIFE AND WORK?

Can you identify a few times when you were especially “in the moment” and engaged?

WRITE A FEW PARAGRAPHS ABOUT WHAT THIS ALL MEANS.

Can you connect any dots within what you’ve written above?

THE MANIFESTO

A living document to help you infuse who you are into what you do.

WHO: WHOM ARE YOU TRYING TO REACH WITH YOUR WORK?

Consider the people you want to impact, and the problems they are facing each day.

WHAT: WHAT DO YOU DO THAT ADDS VALUE TO THE WORLD?

What specific values do you want to inject into the cultural conversation through your work?

WHY: WHY DO YOU ENGAGE IN YOUR WORK EACH DAY?

What tangible difference do you hope to make in the world through your work? Why does it matter?

THE TENETS

Record 5-7 possible tenets that could guide your work, based upon what you wrote above.

INTENDED AUDIENCE



Identify who you are trying to reach with your work.

CAN YOU IDENTIFY ONE PERSON AS AN IA FOR YOUR WORK?

Think about a current project, and define one person to target it toward.

HOW CAN YOU MAKE THEM THE HERO?

Consider some ways you can make your IA the hero in a current project.

CONSIDER HOW TO INFUSE EMPATHY IN YOUR PROJECT.

Use the “decide, identify, recall, act” framework (p. 111).

HOW CAN YOU BUILD COMMON GROUND WITH YOUR IA?

Consider the LL Cool J story on page 109, and how you might do something similar.

THE DAILIES

The little, daily practices are what prepare you to be brilliant when it most counts.

LIST A FEW VALUABLE ACTIVITIES THAT ARE RARELY URGENT.

Consider the activities that really make a difference in life and work, but could always be deferred.

WHAT DAILY RELATIONAL PRACTICES SHOULD YOU INCORPORATE?

Are there people you should connect with daily in order to keep the relationship strong?

HOW WILL YOU FEED YOUR MIND EACH DAY?

Identify some resources (books, film, etc.) that you will experience in some way to sharpen your mind.

HOW WILL YOU FUEL THE FLAMES?

Consider how you might engage in spiritual practice (meditation, prayer, etc.) to help you stay focused.

HOW WILL YOU KEEP YOUR BODY STRONG?

Identify a few ways you will keep your physical body in good shape so you have energy for your work.