

HELLO,

MY BRILLIANT FRIENDS.

DIAGRAMS

①



START WITH A HEAD
AND BODY.

②



ADD A CAPE

③



RT WITH A HEAD
AND BODY.

2.



ADD A CAPE.

3.



DRAW THE FACE,
GLOVES AND BOOTS

3.



4.



DRAW THE FACE,
GLOVES AND BOOTS

ADD DETAILS
AND SOME SHADING
FINISHED!



S
SMALL

\$24.95

"A simple, elegant and masterful manual for leading a fulfilled life.
I couldn't put it down. Bravo, Todd Henry!" —DAVID ALLEN, AUTHOR OF THE
INTERNATIONAL BESTSELLER *GETTING THINGS DONE*

DIE EMPTY

UNLEASH YOUR BEST
WORK EVERY DAY



TODD HENRY
AUTHOR OF *THE ACCIDENTAL CREATIVE*



CREATIVITY +
INNOVATION

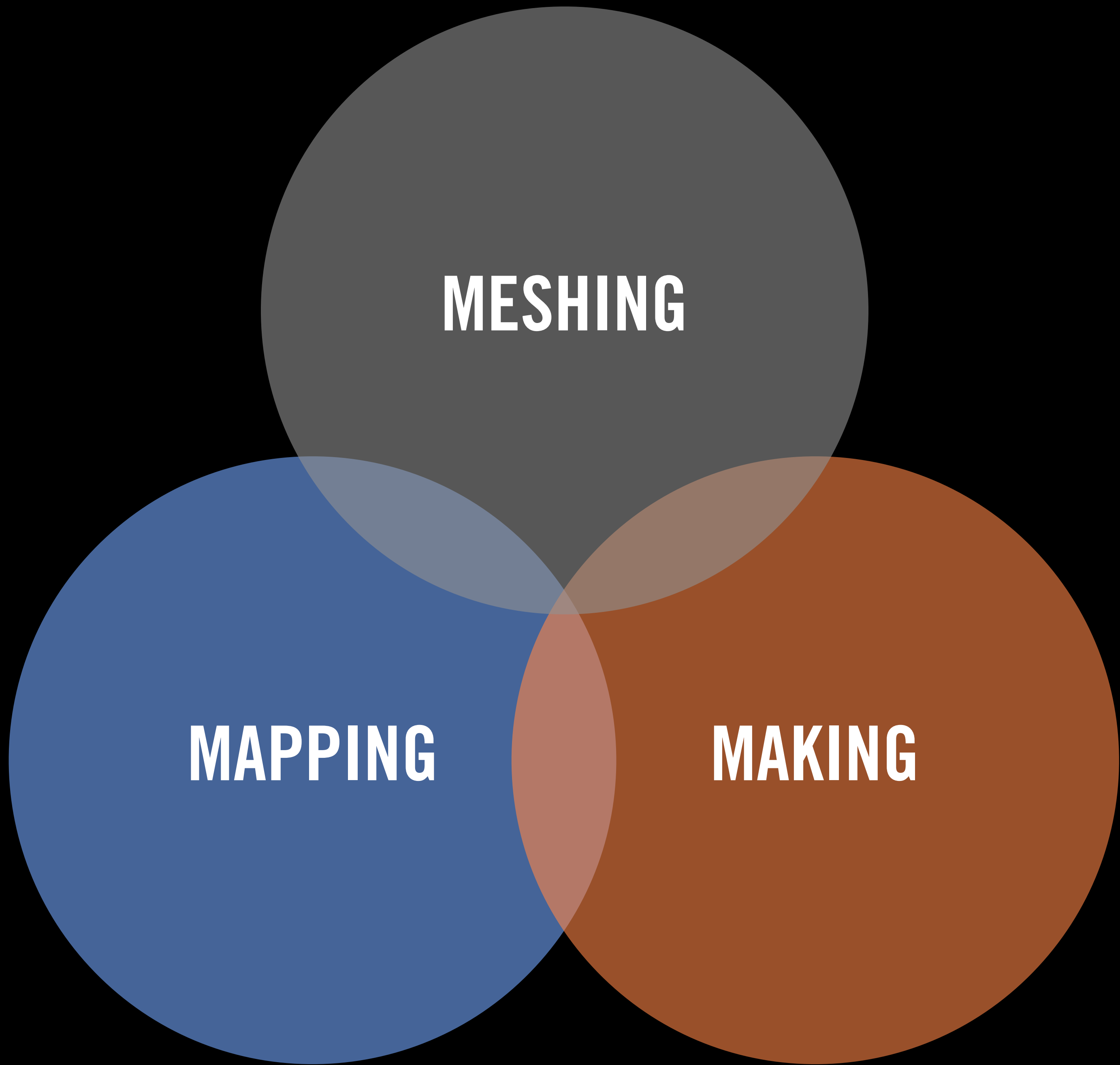
Mediocrity

medius + ocris

“Premature
optimization is the
ROOT of all evil.”

- Donald Knuth

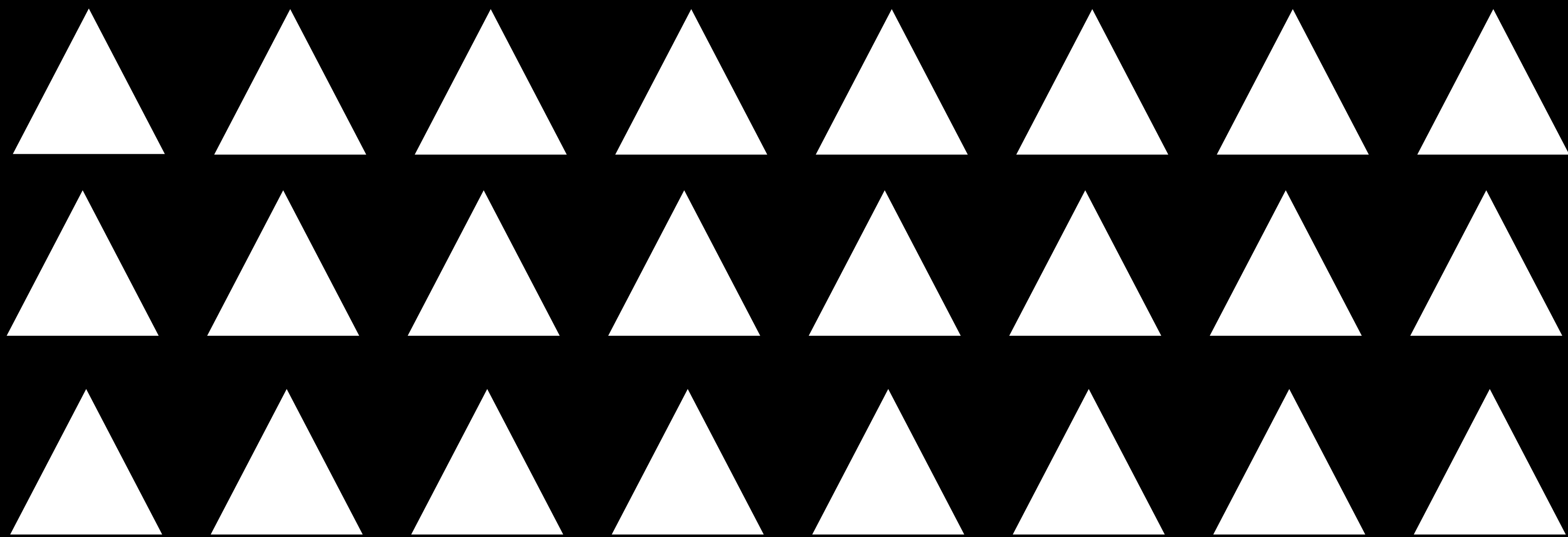
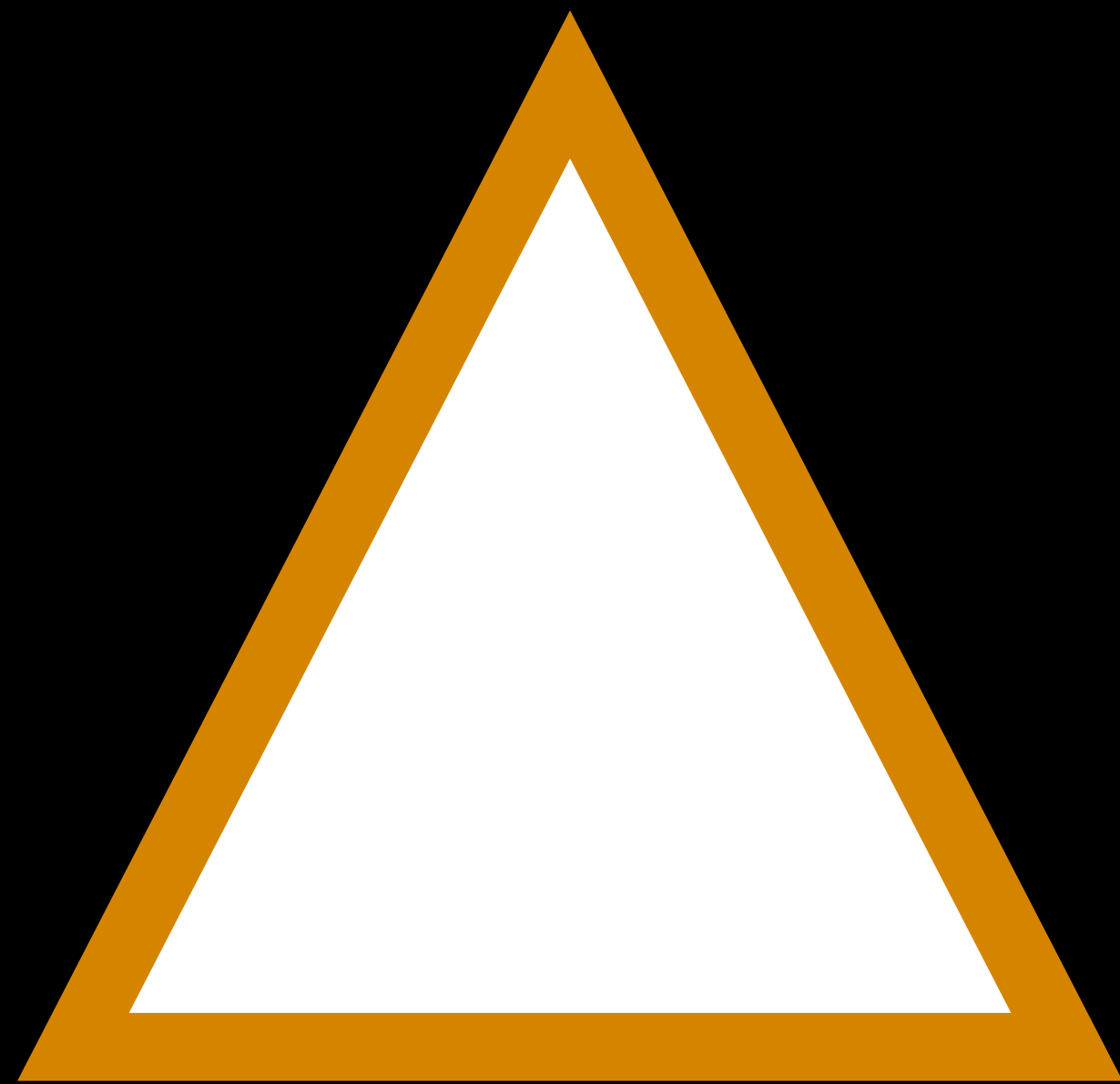
- DONALD KNUTH



MESHING

MAPPING

MAKING



“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.

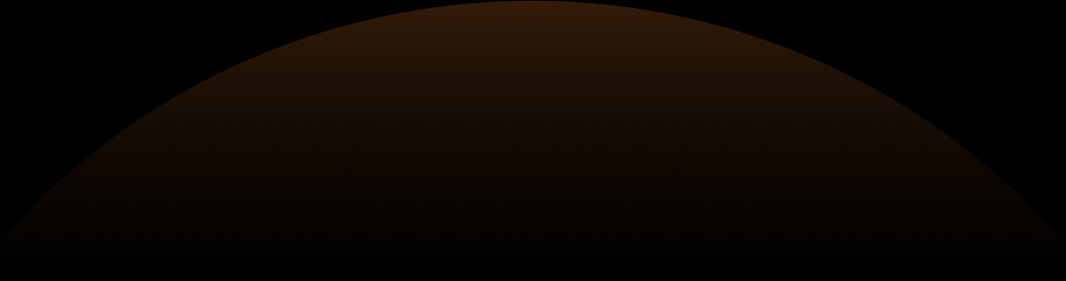
It's chosen over time.

Brilliance
DEMANDS
Discipline

Brilliance
DEMANDS
BRAVERY!

7 deadly pitfalls

AIMLESSNESS









UNCERTAINTY

PRODUCTIVE

PASSION



THE NOTABLES

{ What **ANGERS** me/us? }

{ What **MOVES** me/us? }

{ What gives me/us **HOPE**? }

DEFINE YOUR
BATTLES

“What **OUTCOMES** am I /
are we *truly* committed
to?”

BOREDOM

B O R E D O M



PiNG

PiNG

24,000

66.6

BE FIERCELY

CURIOUS

“I’m so glad I just spent 15 minutes reading all of the comments on that Instagram post!”

NO ONE, EVER

NO ONE, EVER

FILL YOUR

WELL

WISDOM

UNDERSTANDING

KNOWLEDGE

INFORMATION

DATA

NOISE

DEE HOCK

BE

UNREACHABLE

(SOMETIMES)

(SOMETIMES)

ASK

(INCONVENIENT)

QUESTIONS

ASSUMPTIONS

ASSUMPTION: CAUSAL

ASSUMPTION: **NARRATIVE**

What are we assuming
to be TRUE?

What are we assuming
to be FALSE?

WHAT IF...?

ASPIRATIONS

**What is the ideal
END STATE?**

END STATE?

What has to be TRUE?

AFFINITIES

What is this LIKE?

What is inspiring YOU?

WHO COULD....?

ATTRIBUTES

What is at the CORE?

Can we build a **MODEL**?

ASSUMPTIONS

ASPIRATIONS

AFFINITIES

ATTRIBUTES

“What is my defining
QUESTION?”

“How will I feed
my **CURIOSITY?**”

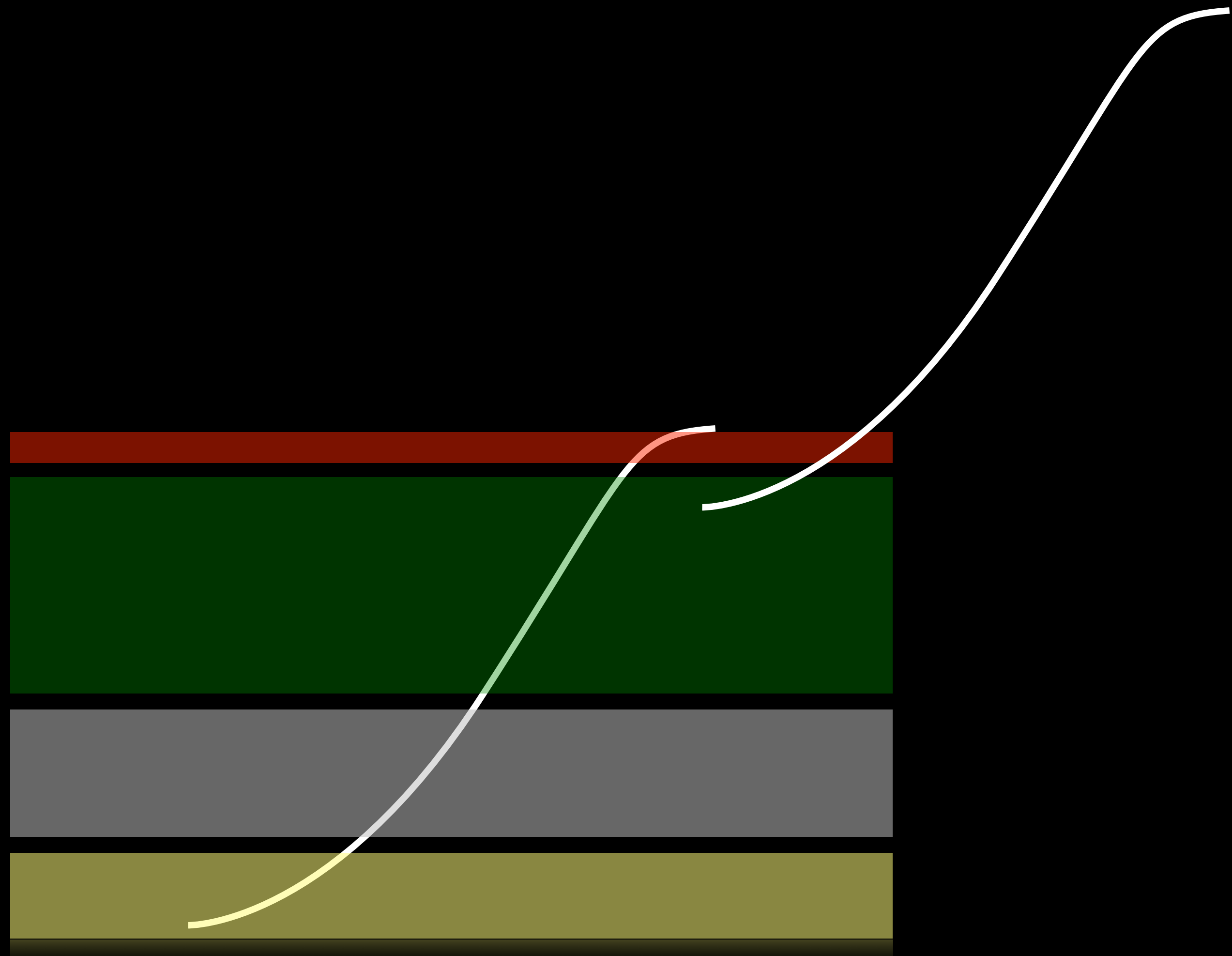
COMFORT

The love of **COMFORT**
is often the enemy
of greatness.

Growth
(and **INNOVATION**)

(and **INNOVATION**)

CRISIS
DIVERGENCE
EMULATION
DISCOVERY



“Where are we /
am I in
THESE STAGES?”

THESE STAGES?

“What new **SKILL**
would re-invigorate
us?”

DELUSION

**BE HONEST WITH
YOURSELF**

**LOVE
ME**





Your greatest potential
to cause damage as a
leader is ***DIRECTLY*** tied to
your biggest insecurity.

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

“**SIMPLE**, clear purpose and principles give rise to complex and intelligent behavior. **COMPLEX** rules and regulations give rise to simple and stupid behavior.”

- DEE HOCK

GHOST RULES

“What are we
doing right now
that doesn’t seem
LIKE US?”

FIVE 02:

EGO

“HUBRIS BORN OF SUCCESS”

JIM COLLINS

JIM COLLINS?





**BE CONFIDENTLY
ADAPTABLE**

**BE CONFIDENTLY
ADAPTABLE**

“Have we / I
become **INFLEXIBLE**
because of ego?”

FEAR

FEAR



“Fear is often the smell
of **OPPORTUNITY.**”

Brian Tome

BRIAN TOME

DISCUSS

TRUE RISK

TO DISPEL

***PERCEIVED* RISK.**

“Are we artificially
ESCALATING
planks?”

planks?

GUARDEDNESS

GUARDEDNESS

STAY
CONNECTED

CONNECTED

“By forming a party, by melting into some group, we avoid not only conscience, but martyrdom. This is why fear of others dominates this world. No one dares to be a **GENUINE SELF**; everyone is hiding in some kind of ‘togetherness.’”

Søren Kierkegaard

SØREN KIERKEGAARD



**PUT AWAY
YOUR GUN**

**FORM YOUR
COLLECTIVE**

MIRROR

MIRROR

CIRCLE

CIRCLE



~~STEAMROLL~~

TEAM + INDIVIDUAL

TEAM + INDIVIDUAL





1. The **CLARITY** Conversation

- Do **WHAT/WHY** add up?
- Do we understand the **OBJECTIVES**?



2. The **EXPECTATIONS** Conversation

- Do we know what's expected of **US**?
- What do you expect from **ME**?



2. The **EXPECTATIONS** Conversation

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



3. The **FEAR** Conversation

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



4. The **ENGAGEMENT** Conversation

- What's our **ENERGY** level/enthusiasm?
- What's **INSPIRING** you?
- 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?

“Who should I
CONNECT with... NOW?”

CONNECT WITH... NOW

AIMLESSNESS
BOREDOM
COMFORT
DELUSION
EGO
FEAR
GUARDEDNESS

7

deadly
pitfalls

WHY?

WEST COAST SUCCESS FOR HENDRIX EXPERIENCE

JIMI JOINS MONKEES FOR GIANT U.S. TOUR



HENDRIX: Monterey hit

THE Jimi Hendrix Experience are meeting with phenomenal success in America. They have now been fixed to join a nationwide tour with the Monkees tomorrow (Friday).

The tour travels around the States and will not finish until August 20. The

Hendrix group are expected back in Britain on August 23.

Manager Chas Chandler reports that since the group's astounding successes at the Monterey Pop Festival and the Fillmore Ballroom, San Francisco they have steadily built up enormous interest and demand on the West Coast.

SPENCER IN STATES

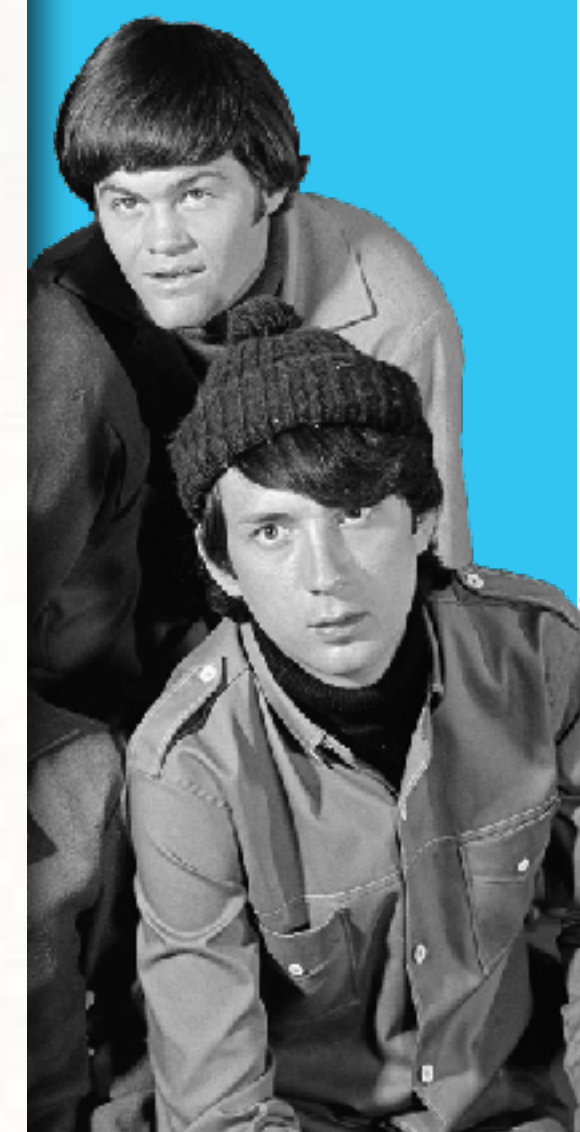
SPENCER DAVIS made a combined business and

holiday visit to New York last week, prior to his group's American tour which starts on July 28.

Davis and his manager John Martin, met United Artists Records chiefs regarding forthcoming record plans.

COMEBACK FOR JET

JET HARRIS, who won the MM's pop poll as best instrumentalist before giving up show business after the failure of his health, is making



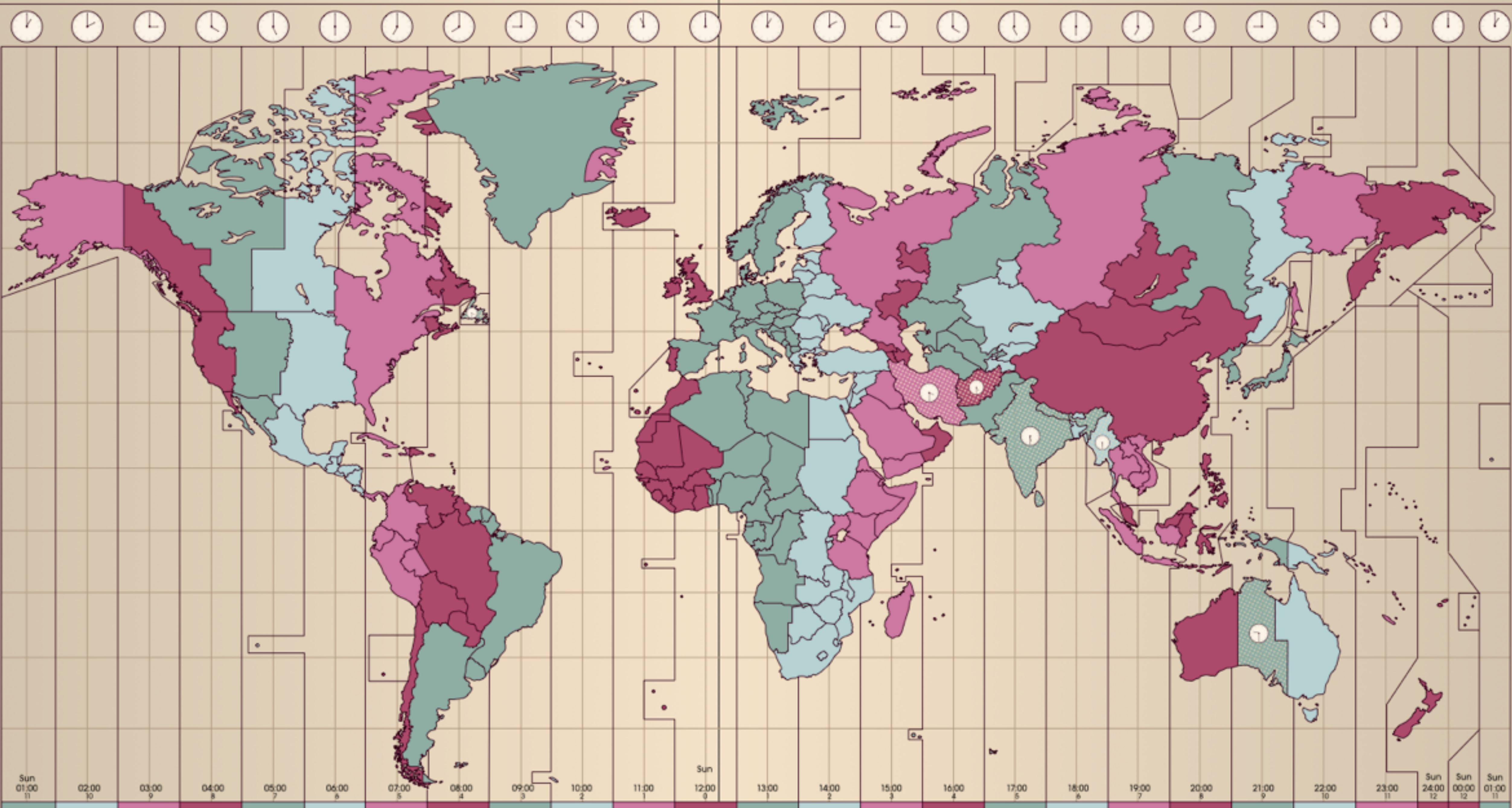


“There can be an intense egoism in following everyone else. People are in a **HURRY** to magnify themselves by **IMITATING** what is popular, and too lazy to think of anything better. Hurry ruins saints as well as artists. They want **QUICK SUCCESS** and they are in such a hurry to get it that they cannot 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

THOMAS MERTON

STANDARD TIME ZONES OF THE WORLD





TODDHENRY.COM

DIE EMPTY

Thank You!