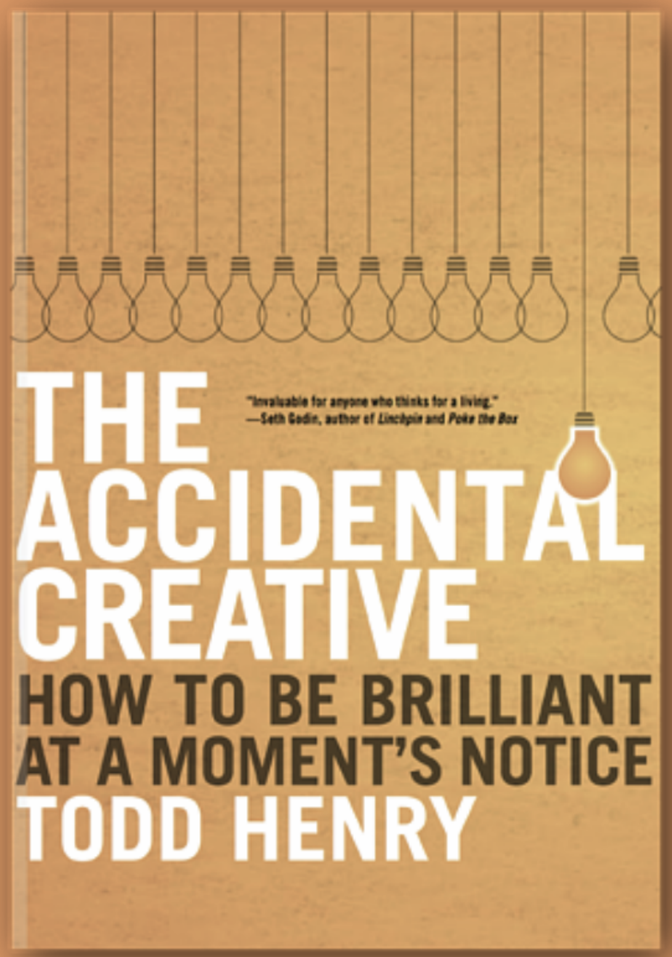


BRILLIANCE UNDER PRESSURE

TODD HENRY

HELLO,

MY BRILLIANT FRIENDS!

(I'M *Todd Henry*)


STAR WARS
How to Draw
DARTH VADER
1.
START WITH A HEAD AND BODY.
2.
ADD A CAPE.
3.
DRAW THE FACE, GLOVES AND BOOTS
4.
ADD DETAILS AND SOME SHADING
FINISHED!



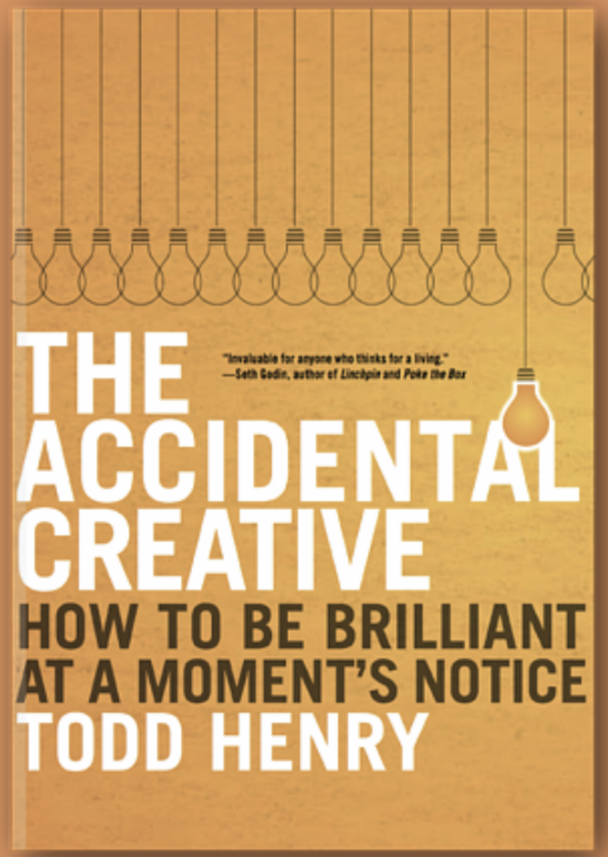
CREATIVITY +
INNOVATION

CREATIVITY =
PROBLEM SOLVING!

“Premature optimization is the **ROOT** of all evil.”

Donald Knuth

CREATE-ON-DEMAND


"Invaluable for anyone who thinks for a living."
—Seth Godin, author of Linchpin and Poke the Box
THE ACCIDENTAL CREATIVE
HOW TO BE BRILLIANT AT A MOMENT'S NOTICE
TODD HENRY

Prolific

BRILLIANT

+healthy

Prolific +

BRILLIANT

- healthy

FRIED

Healthy +

BRILLIANT

\- prolific

UNRELIABLE

Prolific +

HEALTHY

- brilliant

FIRED

Prolific

BRILLIANT

+healthy

THE WALL

/wôl/ noun

the place where your creative drive dies

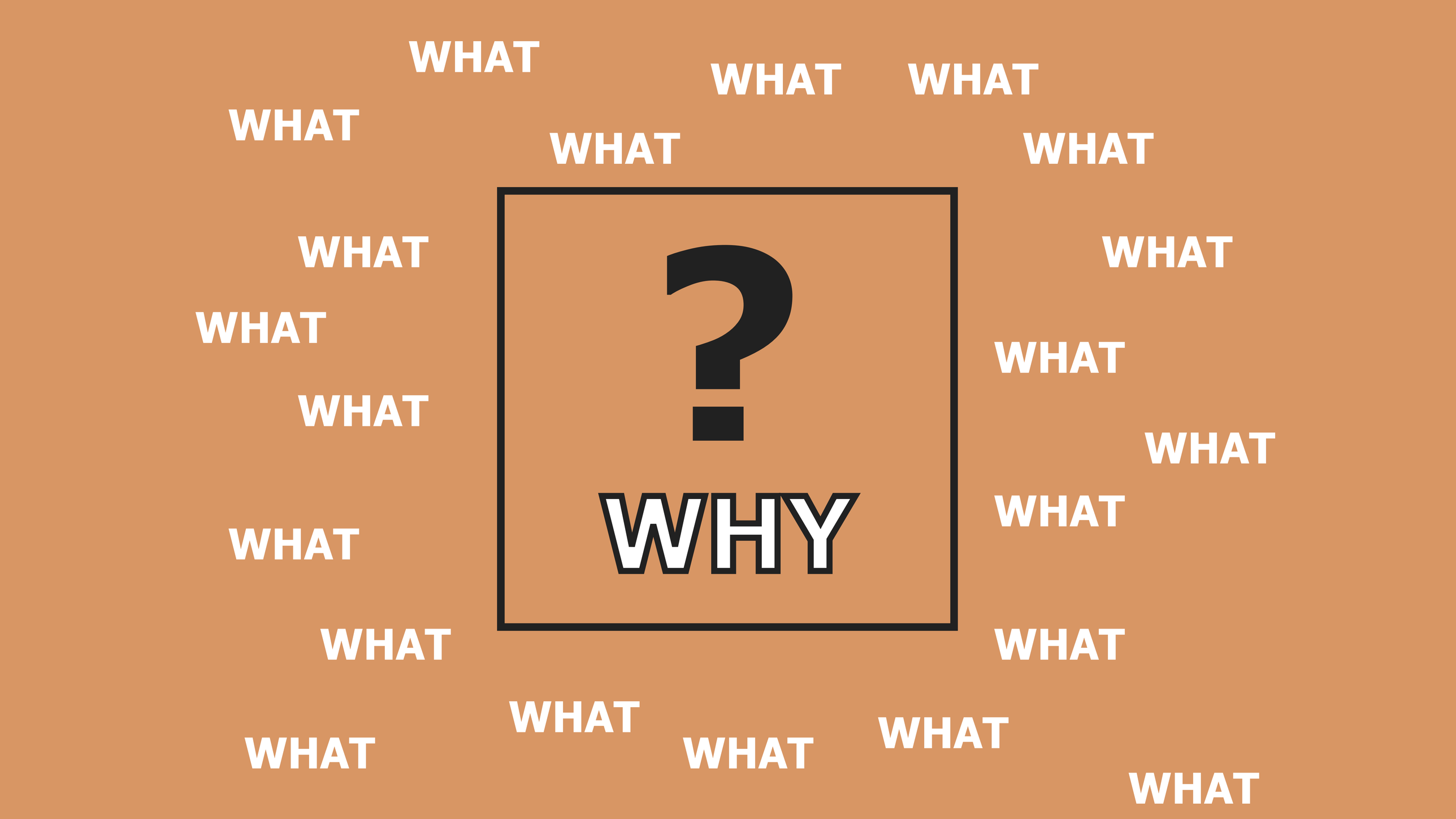
ASSASSINS



DISSONANCE



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


WHAT
WHAT
WHAT
WHAT
WHAT
WHAT
WHAT
WHAT
WHAT
WHAT
WHAT
WHAT
WHAT
WHAT
WHAT
WHAT
WHAT
WHAT
?
WHY

FEAR



DISCUSS

TRUE RISK

TO DISPEL

PERCEIVED RISK



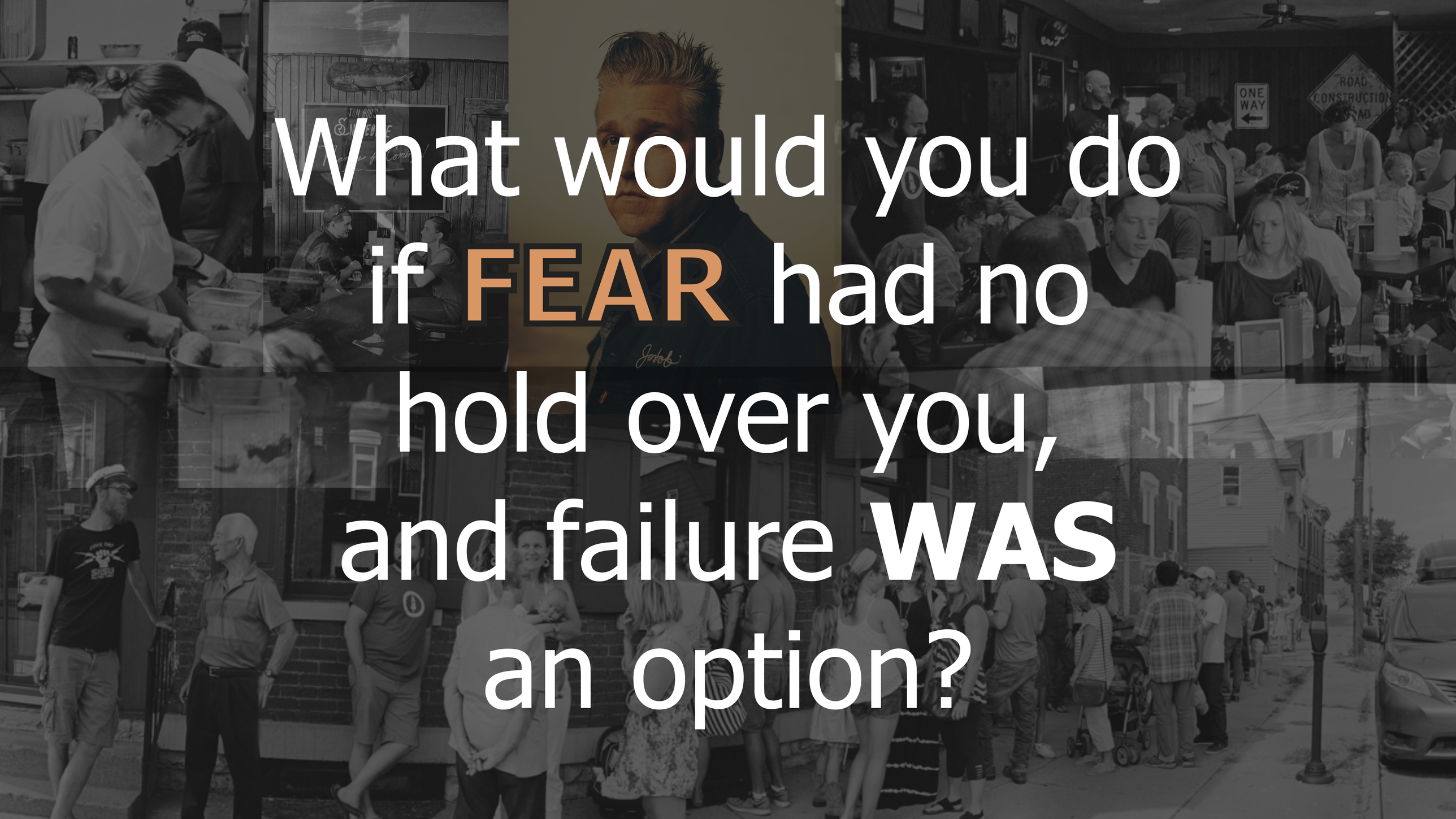



JON BOB'S
SNAKEBITE
Thanks for Coming!




ONE
WAY
ROAD
CONSTRUCTION




What would you do
if FEAR had no
hold over you,
and failure WAS
an option?

EXPECTATION

ESCALATION

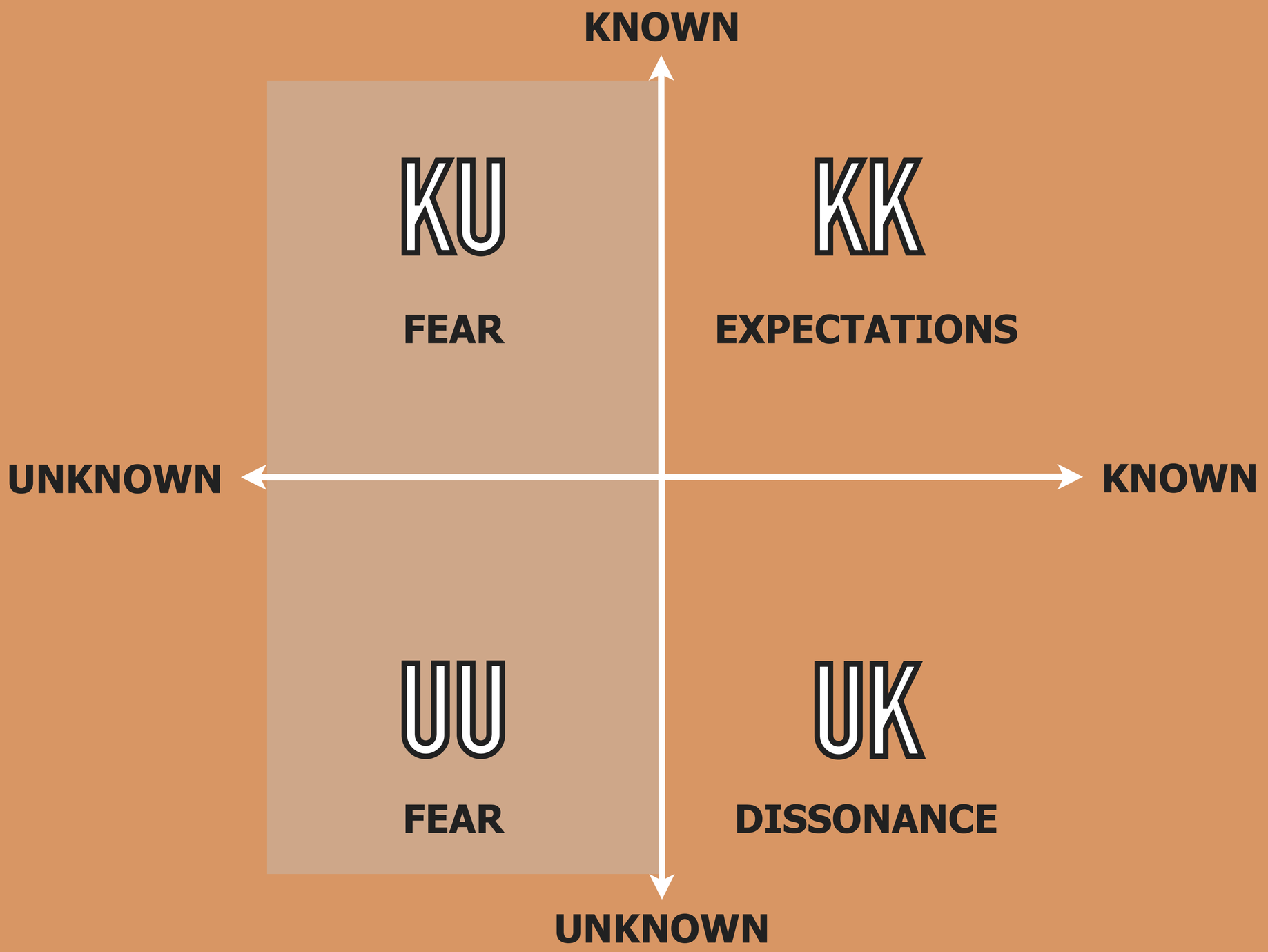
“There are KNOWN KNOWNS.
These are things we know that we know.

There are KNOWN UNKNOWNS.
That is to say, there are things that we know we don't know.

But there are also UNKNOWN UNKNOWNS. There are things we don't know we don't know.”

DONALD RUMSFELD




KNOWN
KU
FEAR
KK
EXPECTATIONS
UNKNOWN
KNOWN
UU
FEAR
UK
DISSONANCE
UNKNOWN

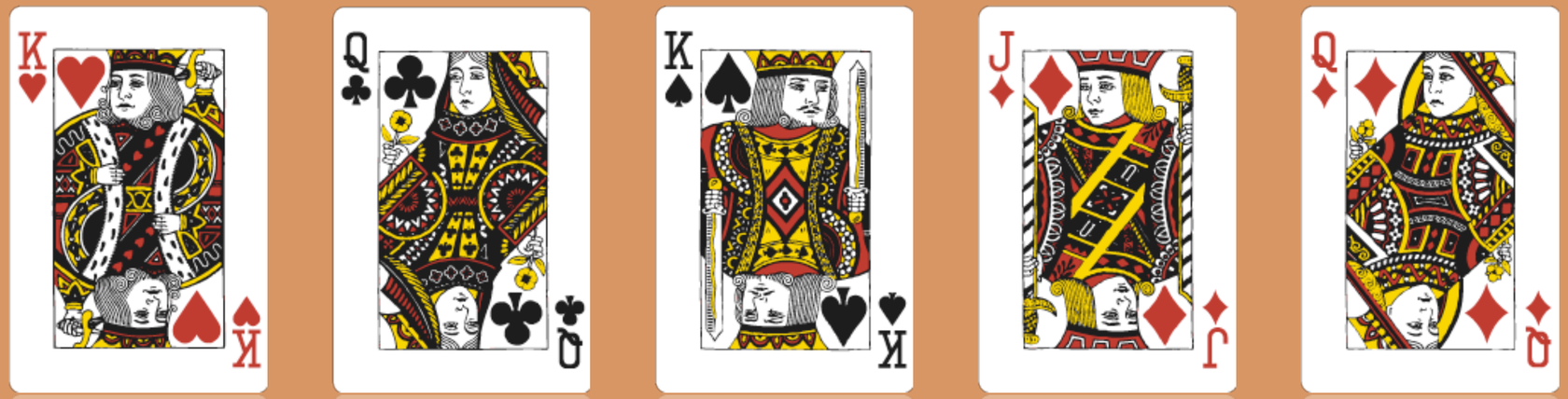
Where do you experience the **ASSASSINS?**

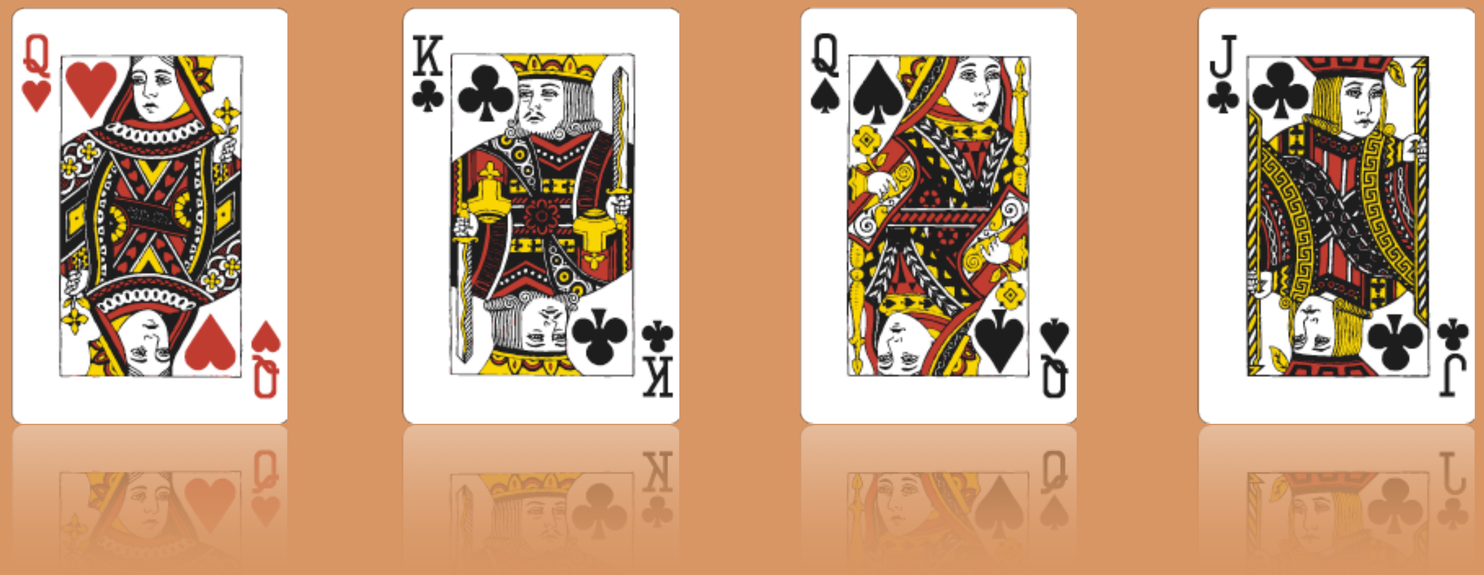
RHYTHM

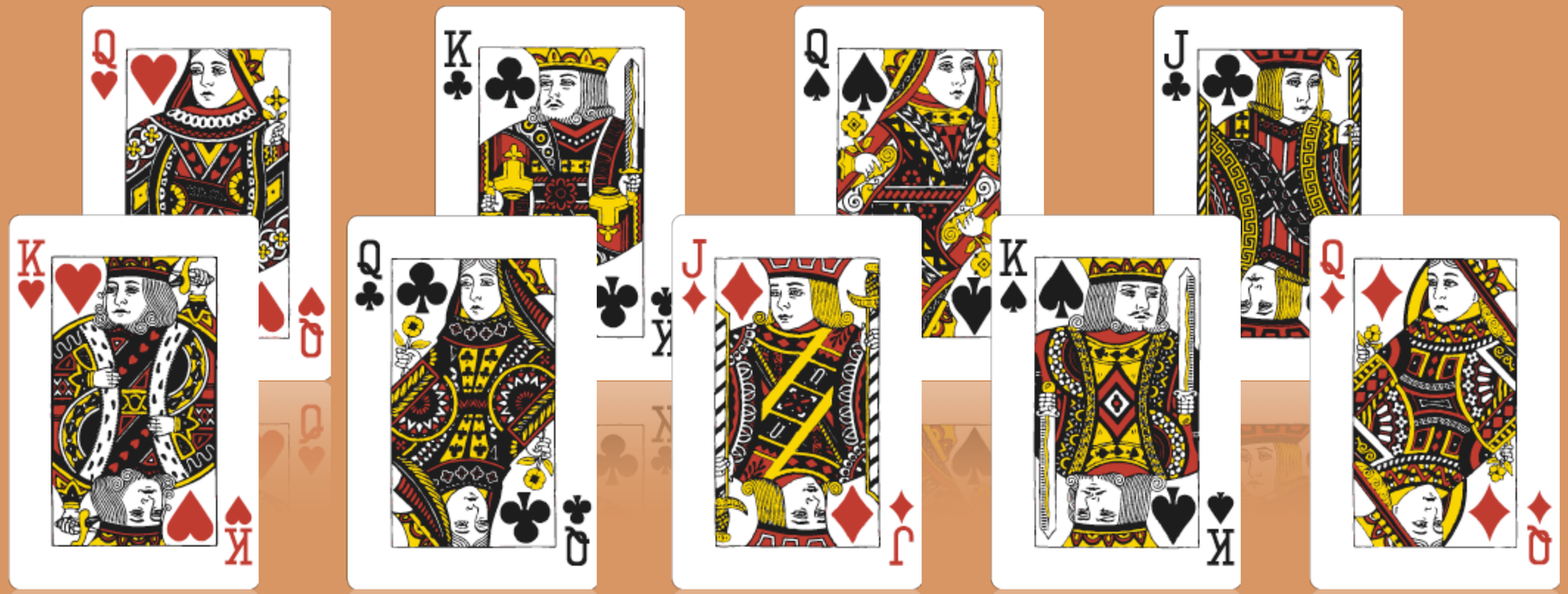
5 ELEMENTS

FOCUS

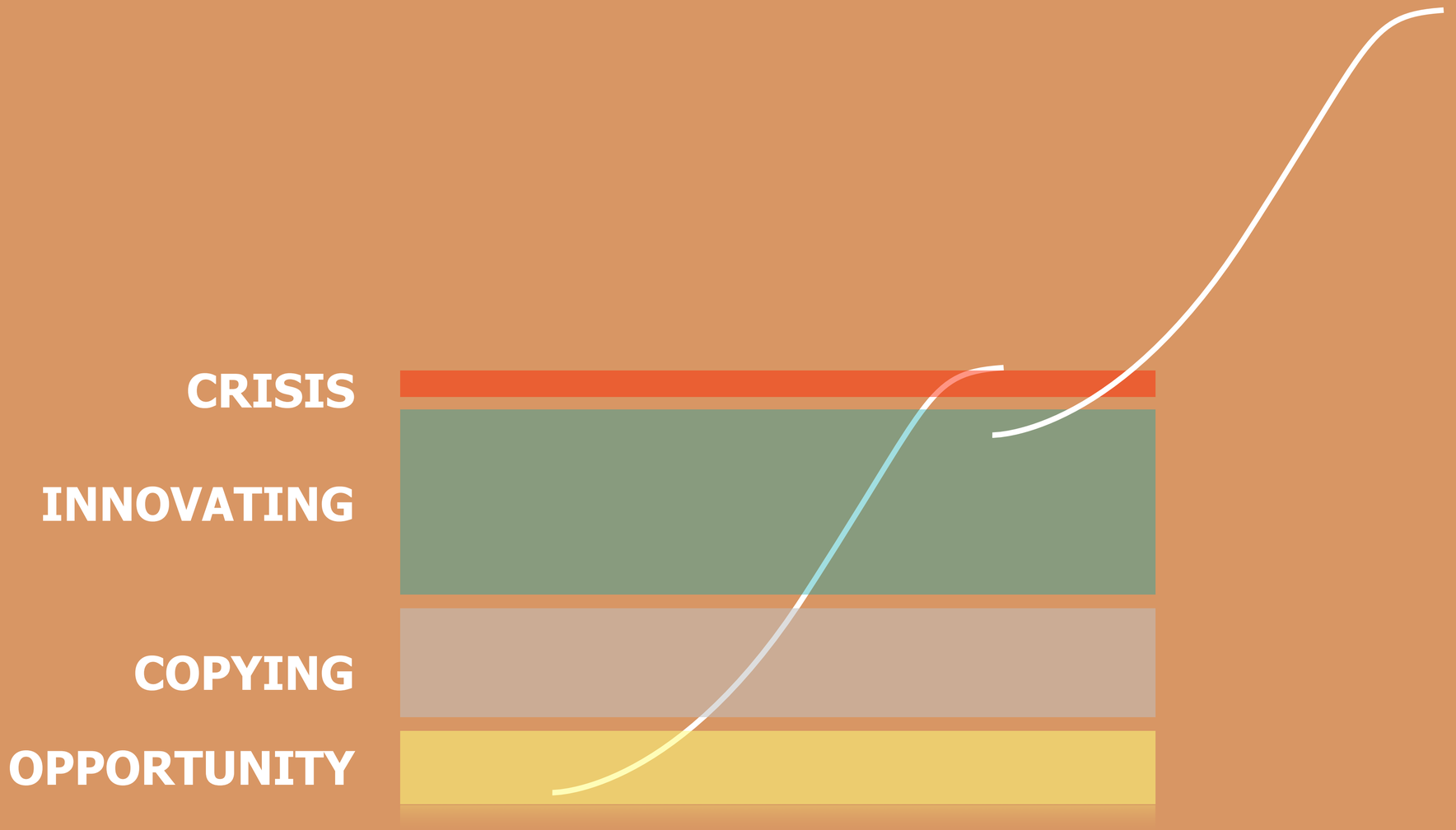








You can succeed your way into **FAILURE**.


CRISIS
INNOVATING
COPYING
OPPORTUNITY

DEFINE: PROBLEMS

As a creative pro, you don’t do projects, you solve **PROBLEMS.**

What **PROBLEM**, if resolved, would make everything else more clear?

RELATIONSHIPS

“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 KIERGEGAARD

DROP YOUR DEFENSES

(COWBOY)



FIND A MIRROR

START A CIRCLE

ENERGY

PRACTICE
PRUNING

Every person (and team) is **OPTIMIZING** for something.

Our beliefs define what we **OPTIMIZE** for.

Where do our collective **BELIEFS** come from?

STAND IN THE PLACE WHERE YOU ARE

(NOW FACE NORTH)



GHOST RULES

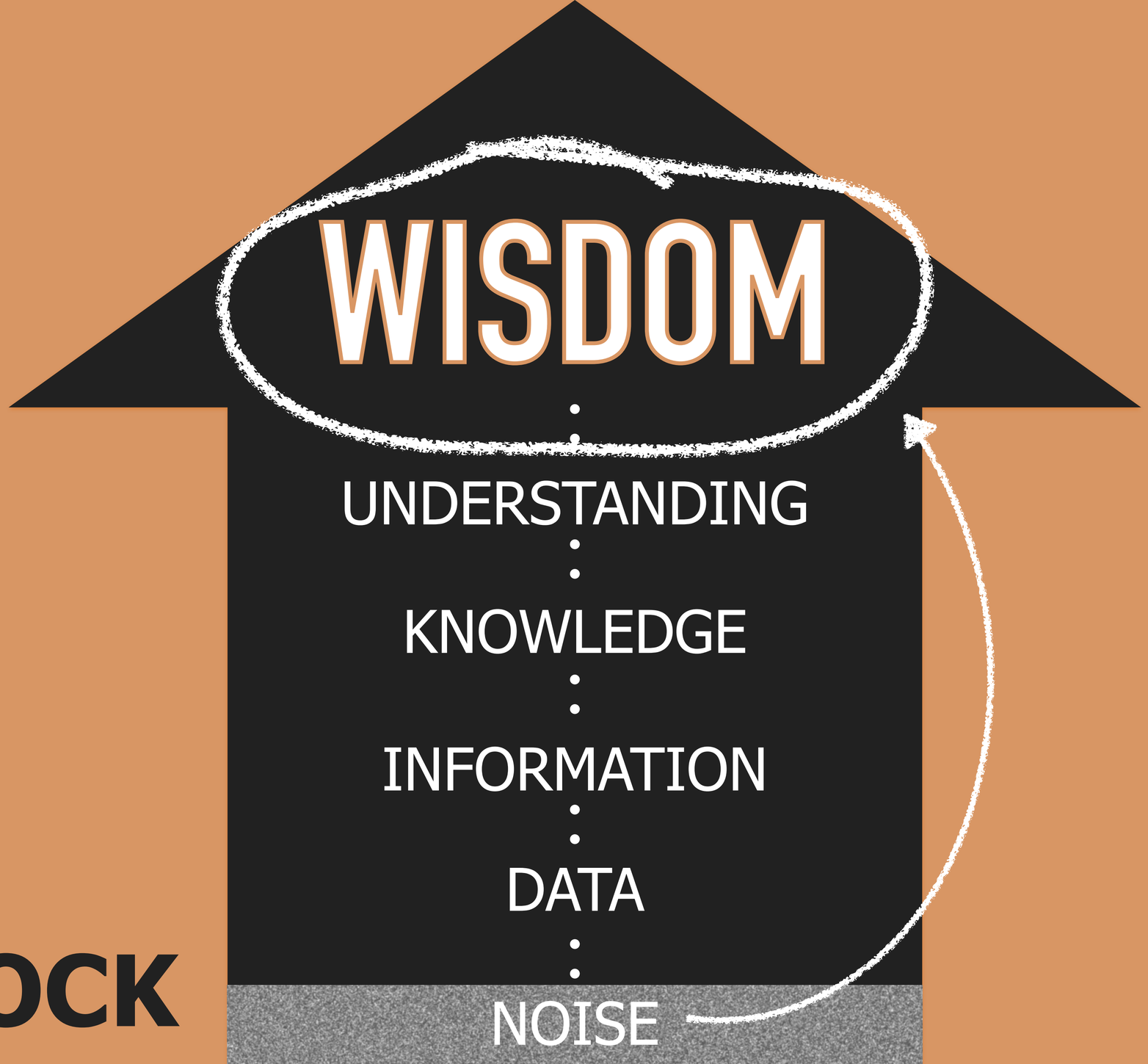
STIMULI

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

NO ONE, EVER

HAVE A

STUDY PLAN



DEE HOCK

CULTIVATE CONTEXTUAL **AWARENESS**

STIMULUS

DIVE

HOURS

BACKBURNER

CREATING

IDEA
TIME

FOCUS

RELATIONSHIPS

ENERGY

STIMULI

HOURS

Prolific

BRILLIANT

+healthy

Which area of **RHYTHM** do you need to be more intentional about? How?

Herding Tigers



Todd Henry

PRESSURE DOWN



"THE MIDDLE"

PRESSURE UP

HERDING TIGERS

CULTURE

TALENT

WORK







HERDING TIGERS

PEOPLE

HERDING TIGERS

WORK WOULD BE EASY IF IT WEREN'T FOR ALL OF THE PEOPLE.

HERDING TIGERS

IT’S ABOUT THE PEOPLE.

HERDING TIGERS

IN A WORLD IN WHICH CREATION IS BEING DEMOCRATIZED...

IT'S (EVEN MORE) ABOUT THE PEOPLE.

HERDING TIGERS

STABILITY

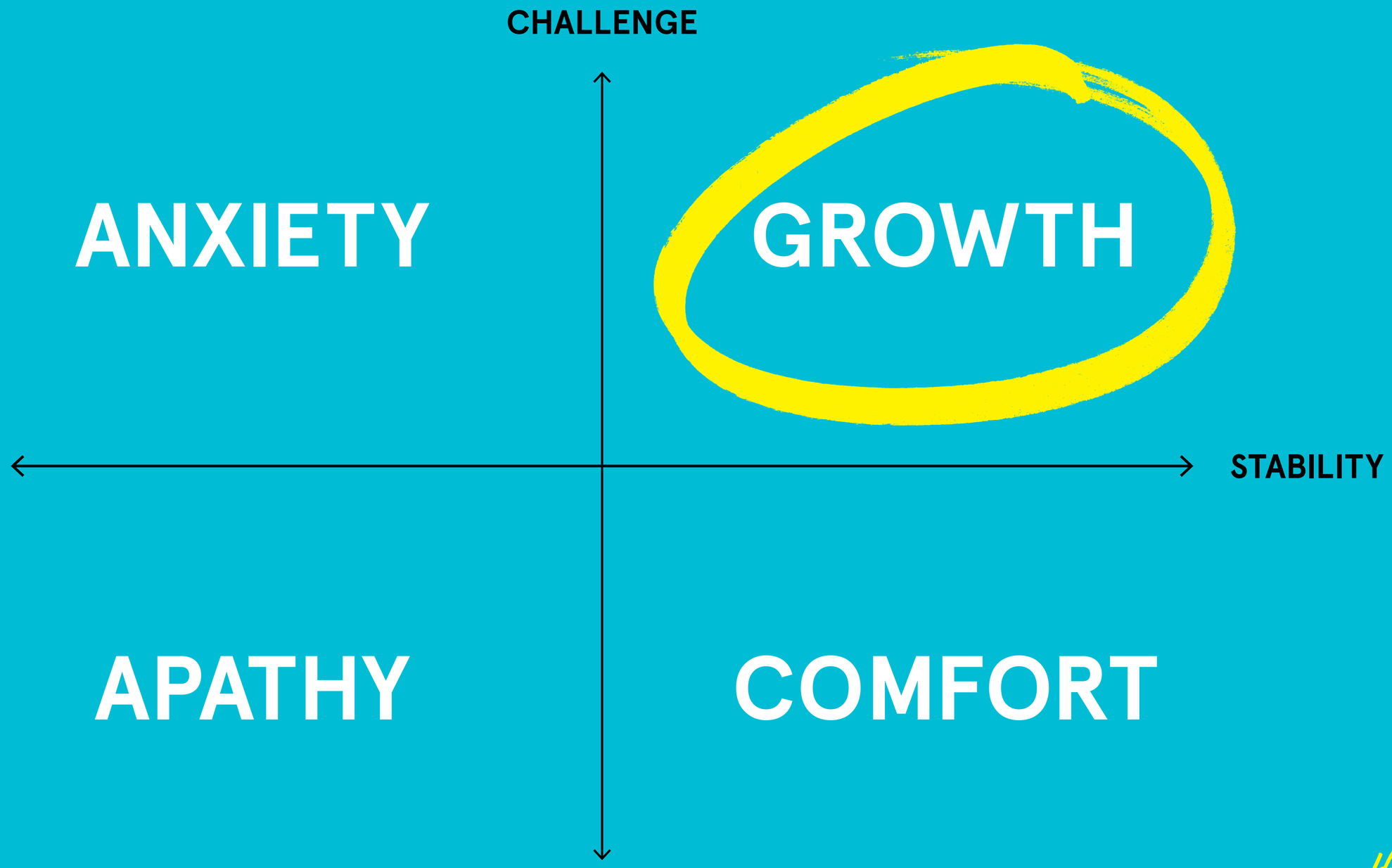
CLARITY + PROTECTION

HERDING TIGERS

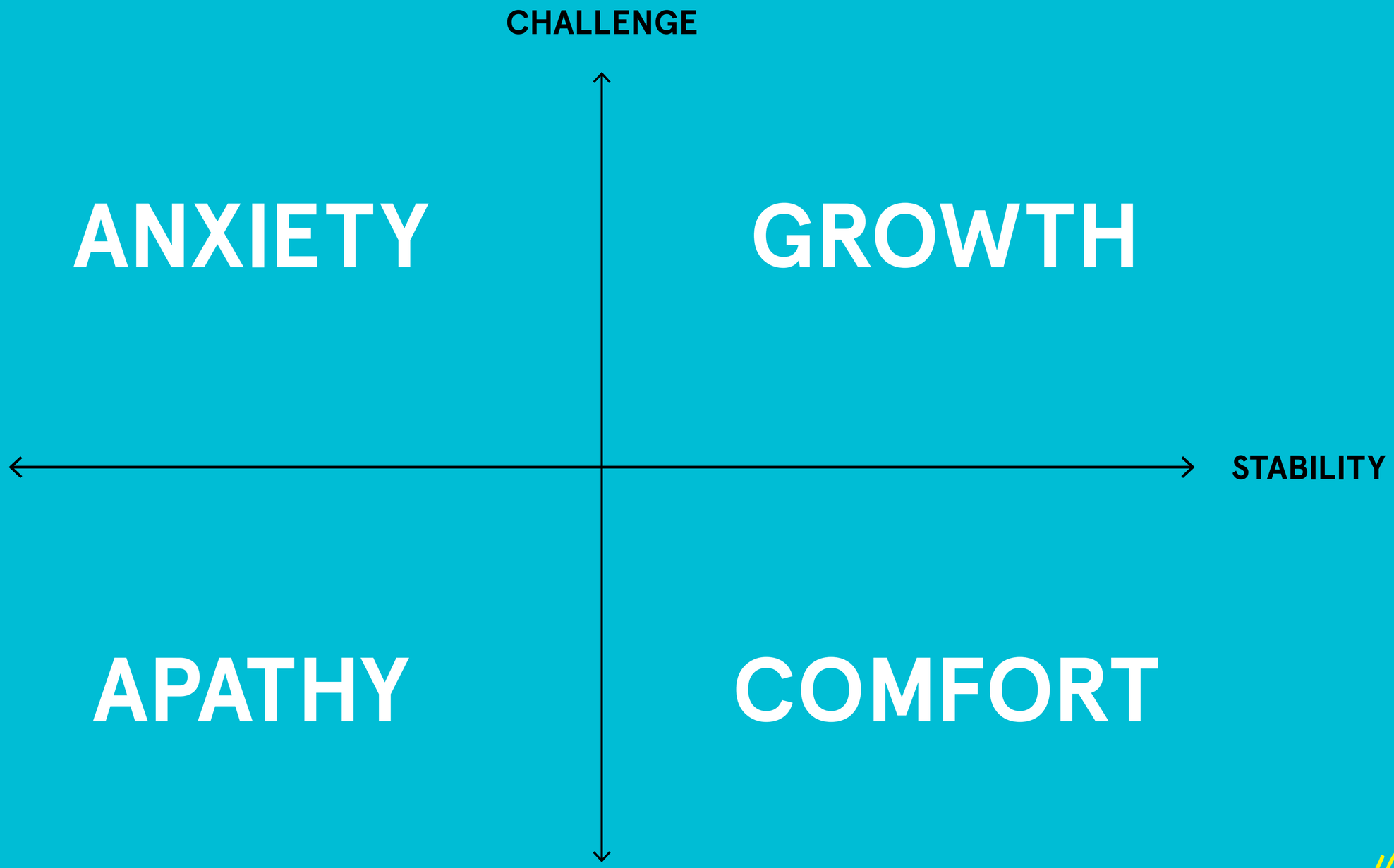
CHALLENGE

PERMISSION + FAITH

HERDING TIGERS



HERDING TIGERS



HERDING TIGERS

QUESTIONS:

WHERE IS YOUR TEAM ON THE MATRIX RIGHT NOW? WHERE ARE YOU?

HAVE YOU NOTICED ANY PATTERNS THAT LEAD TO THAT BEING THE CASE?

HERDING TIGERS

THE INFINITE LEVER

HUMAN CREATIVITY IN AN AI WORLD

HERDING TIGERS









WAS LIEUTENANT ONODA SUCCESSFUL?

HERDING TIGERS

YOU CAN SUCCEED YOUR WAY INTO FAILURE.

HERDING TIGERS

TOOLS
INSTRUMENTS
DEVICES

ANDY CROUCH

THE 3 TRAPS

HUMANIZING THE AI TRANSITION

HERDING TIGERS

THE PROXIMITY TRAP

PRODUCT WITHOUT PROCESS

HERDING TIGERS

THE POSTURING TRAP

AWARENESS WITHOUT UNDERSTANDING

HERDING TIGERS

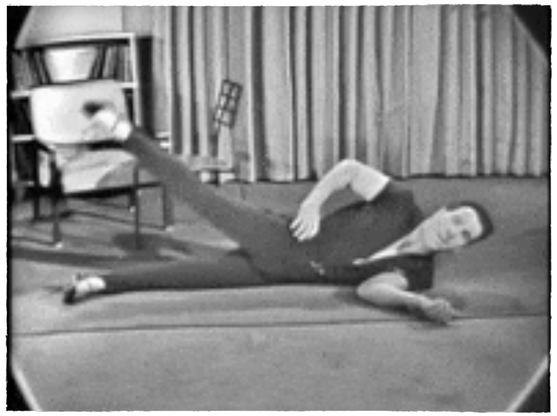
THE PLATEAU TRAP

OUTCOME WITHOUT GROWTH

HERDING TIGERS

HOW DO WE SET PRINCIPLES FOR OUR NEW REALITY?

HERDING TIGERS







WORK WITH VERVE







VERVE

DESIRE, RISK, BELIEF

VOICE?

EFFORT?

RESPONSIBILITY?

VERDICT?

EVOLUTION?

5 QUESTIONS
PRINCIPLES FOR YOUR TEAM

Does this work reflect our authentic voice?

Did I embrace the friction that builds capacity?

Can I explain and defend my thinking?

Did I make the final call based on my taste?

Did I grow and learn through this work?

VERVE

DESIRE, RISK, BELIEF

QUESTIONS:

WHICH OF THE VERVE PRINCIPLES RESONATES THE MOST RIGHT NOW?

WHAT IS YOUR BIGGEST OPPORTUNITY AND YOUR BIGGEST THREAT WITH REGARD TO AI?

HERDING TIGERS

TEND THE SOIL

YOU GET MORE OF WHAT YOU REWARD

HERDING TIGERS

EVERY PERSON
(AND TEAM)
IS OPTIMIZING FOR
SOMETHING

OUR BELIEFS DEFINE WHAT WE OPTIMIZE FOR

WHERE DO COLLECTIVE BELIEFS COME FROM?

STAND IN THE PLACE WHERE YOU ARE

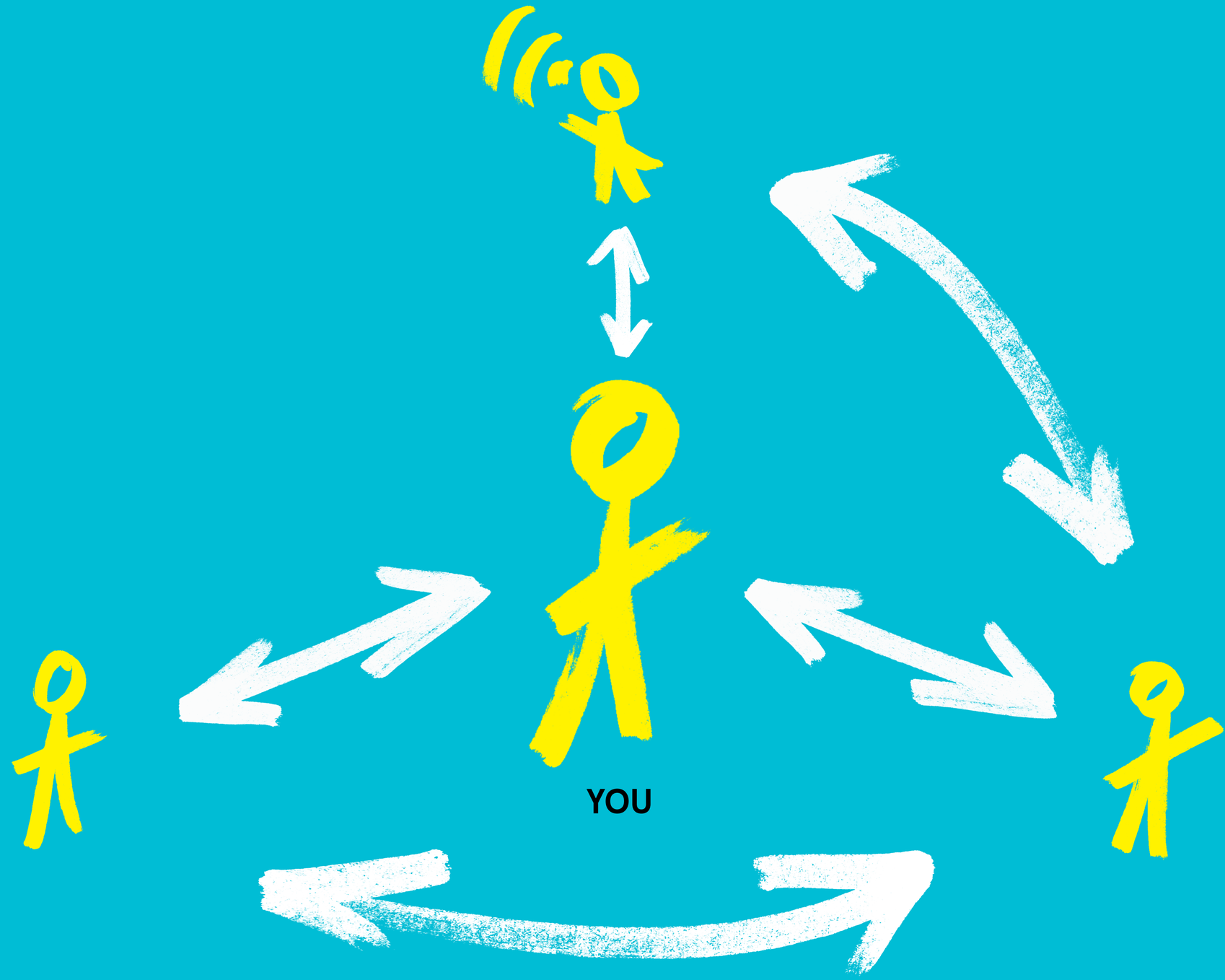
(NOW FACE NORTH)




PRUNE
+
FERTILIZE

GHOST RULES

HERDING TIGERS



HERDING TIGERS

NOT ALL ASSUMPTIONS ARE GHOST RULES

GHOST RULES ARE

UNTESTED ASSUMPTIONS

Listen for absolutist language

(never, always, can't, won't)

Watch for workarounds

(deviation from expected processes)

Pay attention to patterns

(twice is a pattern)

GHOST RULES:

QUALITY OF WORK
RISK & FAILURE
THE RIGHT IDEA
CREDIT
CONFLICT
OPPORTUNITY



HERDING TIGERS

NORMALIZATION OF DEVIANCE

HERDING TIGERS

REWARD TO SCALE

HERDING TIGERS

COACH THE WHY

HERDING TIGERS

FIGHT WELL

HERDING TIGERS

FIGHT WELL:

AGREE ON COMMON GROUND

IDEAS, NOT PERSONALITY

FIND THE MERITS

HERDING TIGERS

QUESTIONS:

WHAT BEHAVIOR / BELIEF NEEDS TO BE PRUNED?

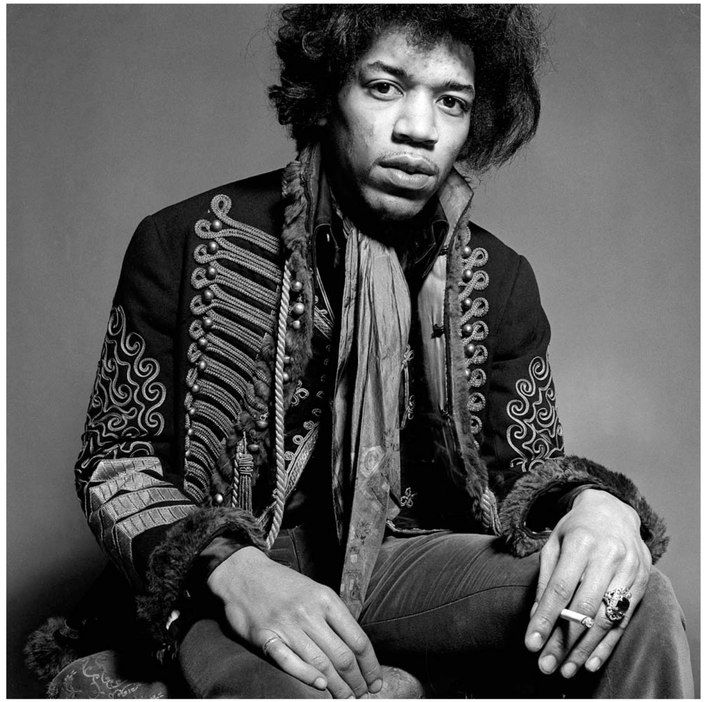
WHAT IS A DESIRED BEHAVIOR YOU WILL FERTILIZE? HOW?

HERDING TIGERS


WHY

WEST COAST SUCCESS FOR HENDRIX EXPERIENCE

IS M
IT U



HENDRIX: Monterey hit

rix Ex-
meet-
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been
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horrow

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

Hendrix gr
back in B
23.

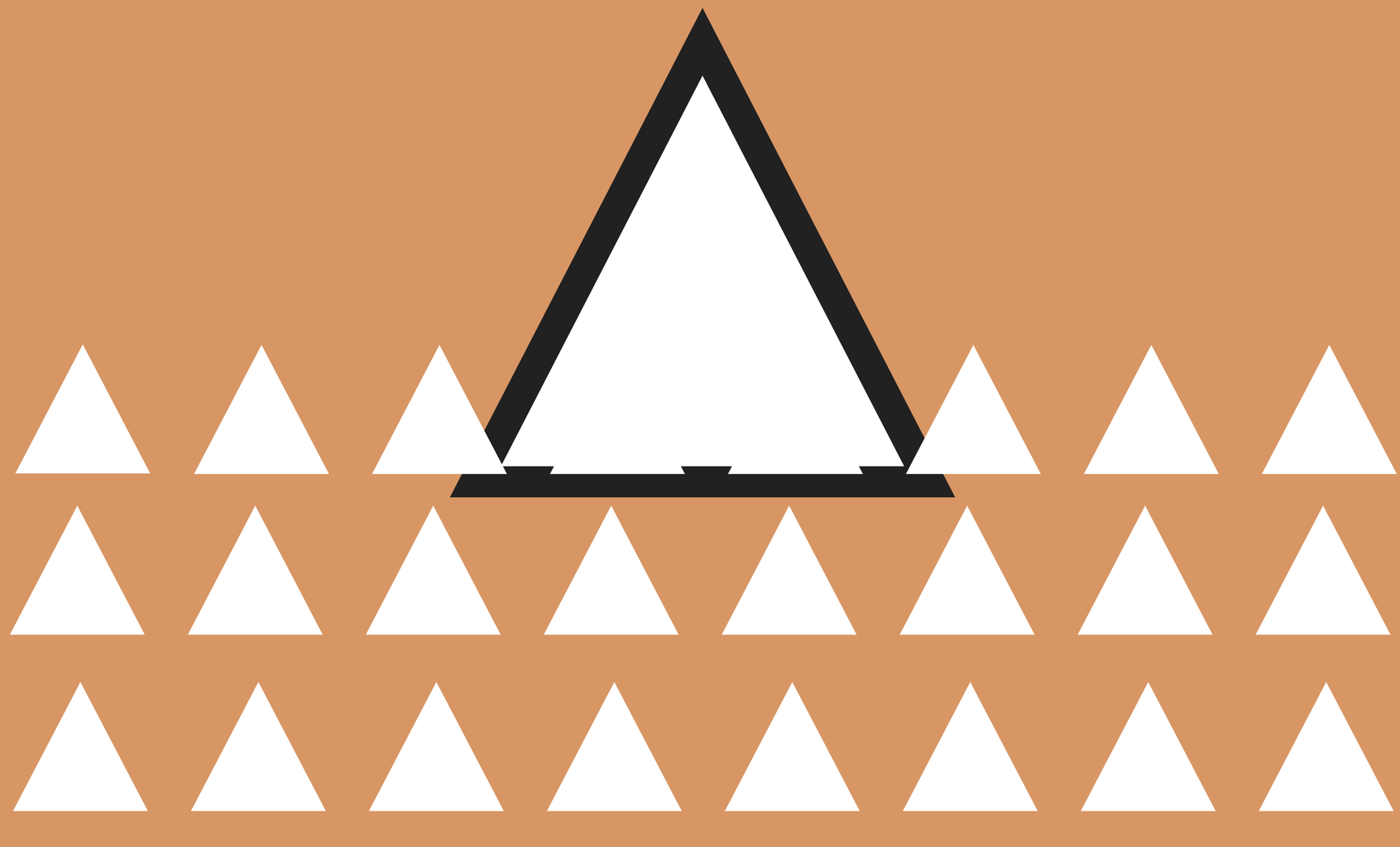
Manager
ports that
astounding
Monterey
the Fillmo
Francisco t
built up eno
demand on

SPENCER

SPENCER DAVIS made a combined business and



MM's pop poll as best instrumentalist before giving up show business after the failure of his health, is 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.

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

ANTHONY **BURGESS**

(1917-1993)



The Doctor Is Sick (1960)
Inside Mr. Enderby (1963)
The Worm and the Ring (1961)
The Wanting Seed (1962)
One Hand Clapping (1961)
A Clockwork Orange (1962)

IF NOT NOW,

WHEN?





DIE EMPTY

TODDHENRY.COM/IOWA

DIE EMPTY

Thank You!