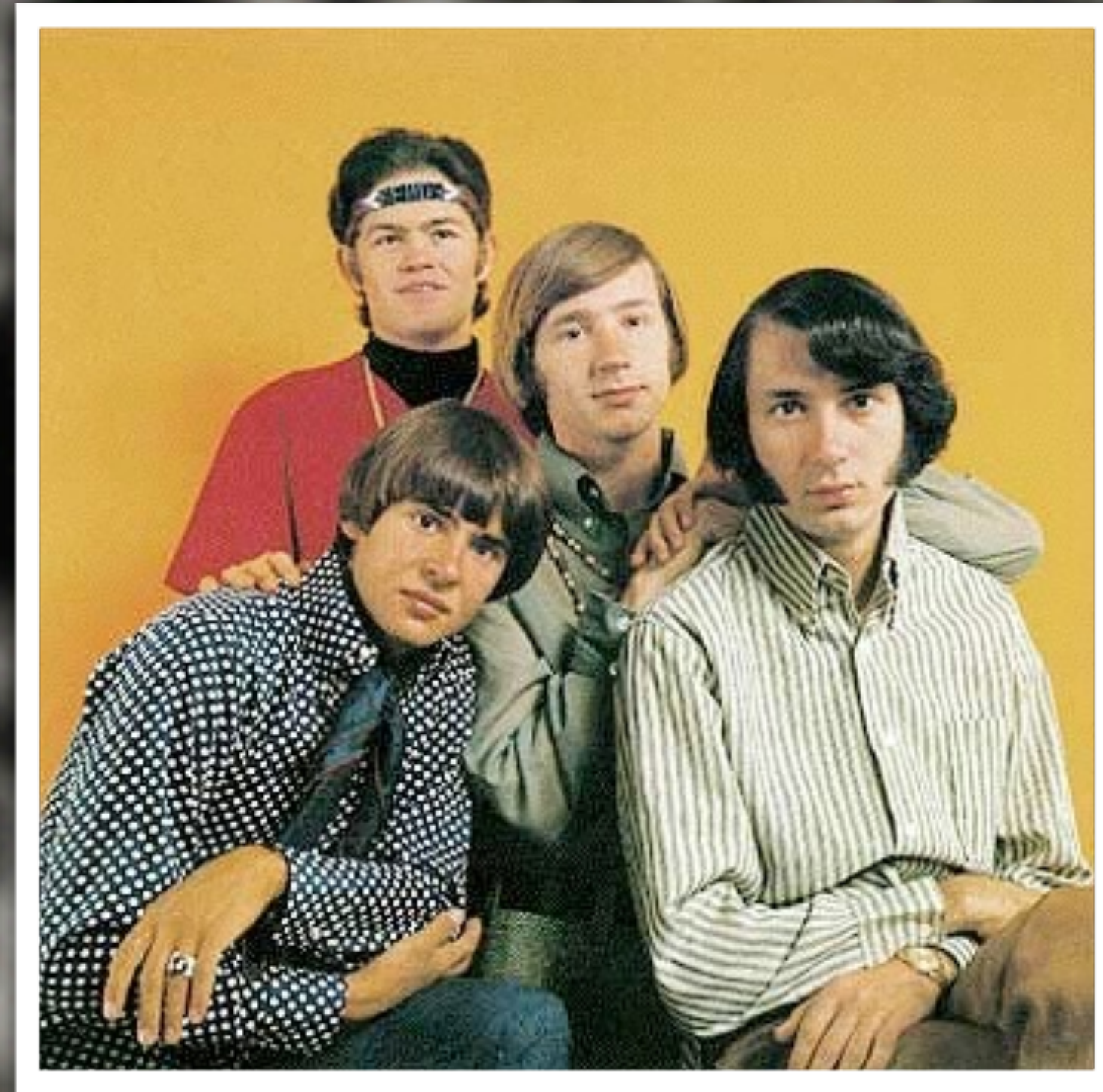
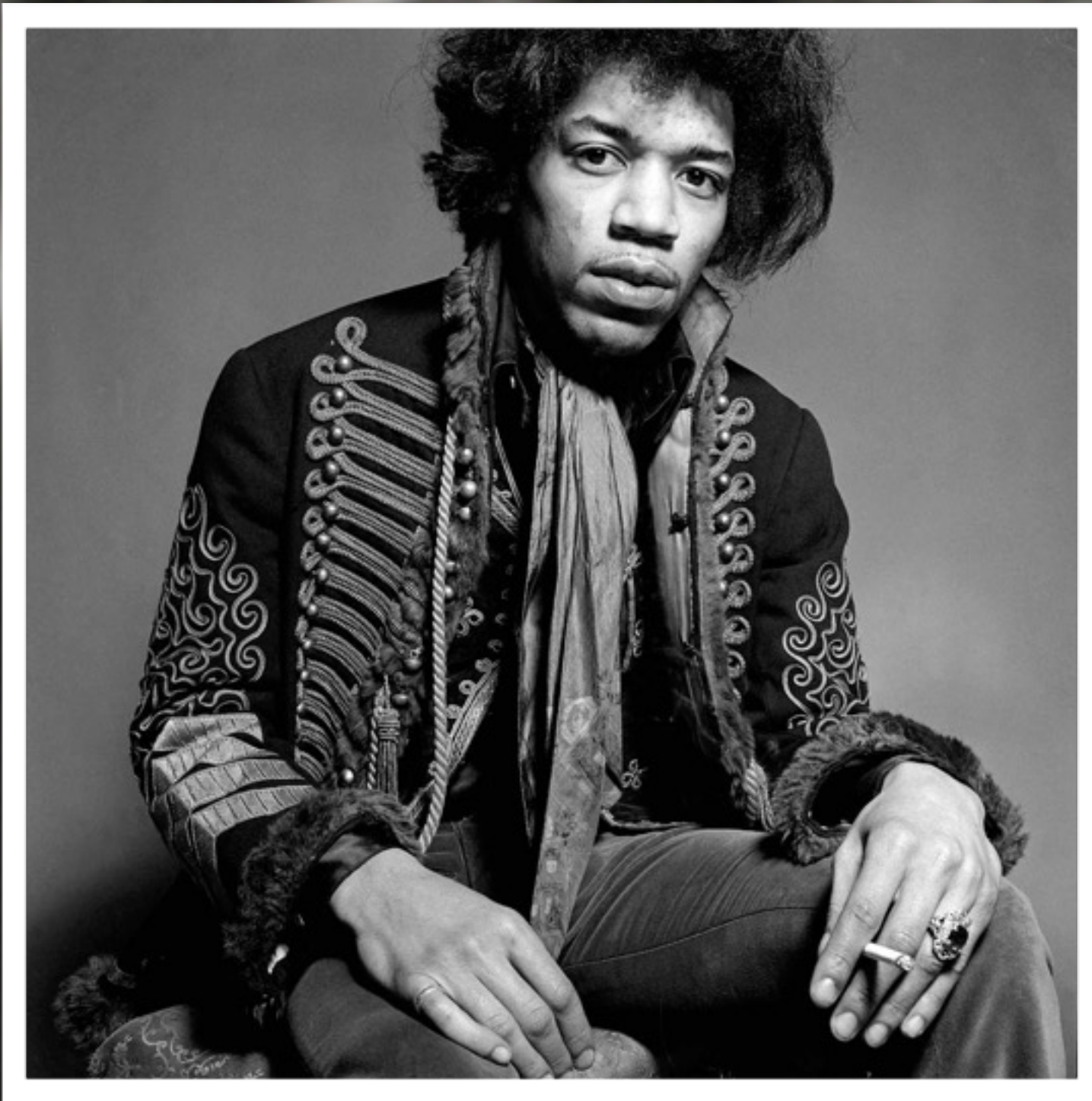


Hello,

(I'M @TODDHENRY)



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

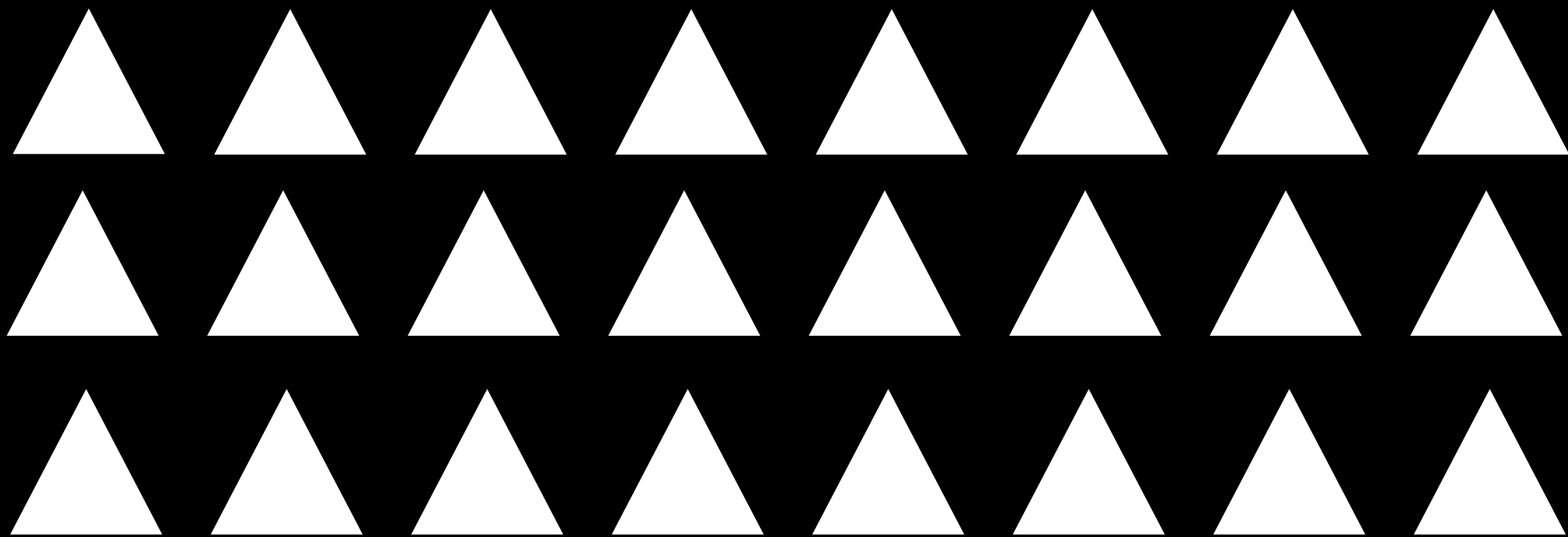
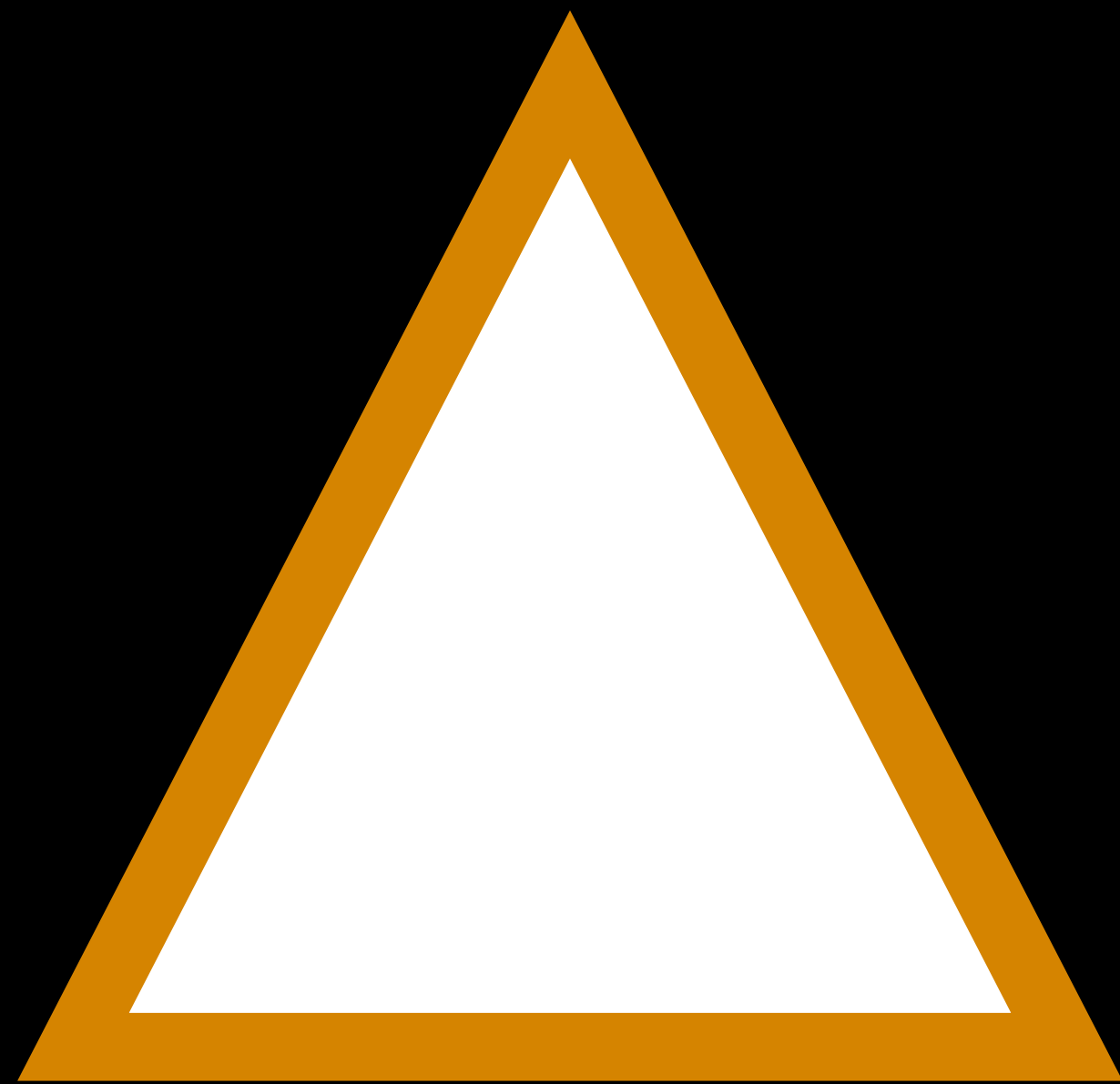
JET HARRIS, who won the MM's pop poll as best instrumentalist before giving up show business after the failure of his health, is making

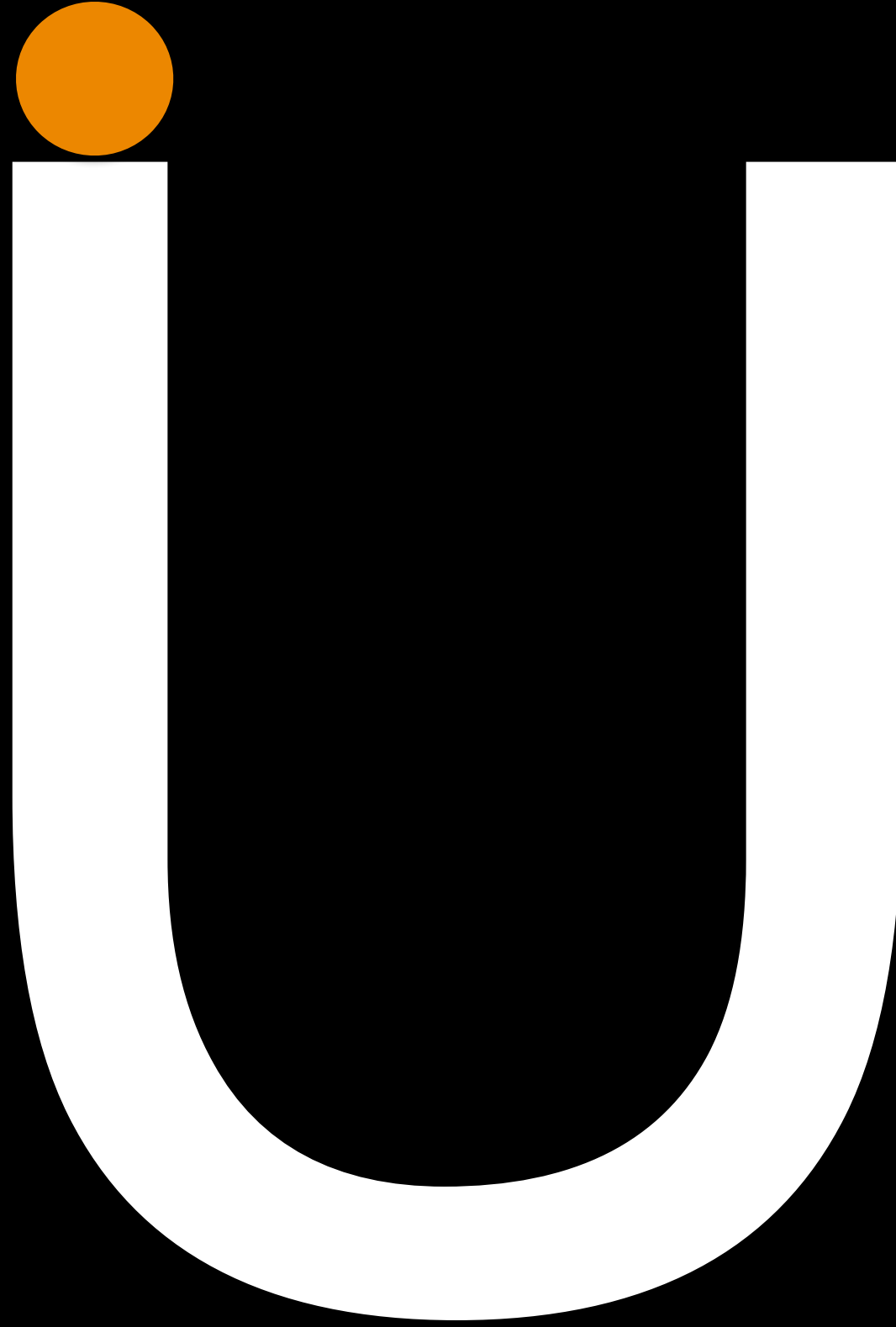
HENDRIX: Monterey hit

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

SPENCER DAVIS made a combined business and

failure of his health, is making up show business after the instrumentalist before giving





CREATIVITY +
INNOVATION

My definition of
CREATIVITY is

_____.

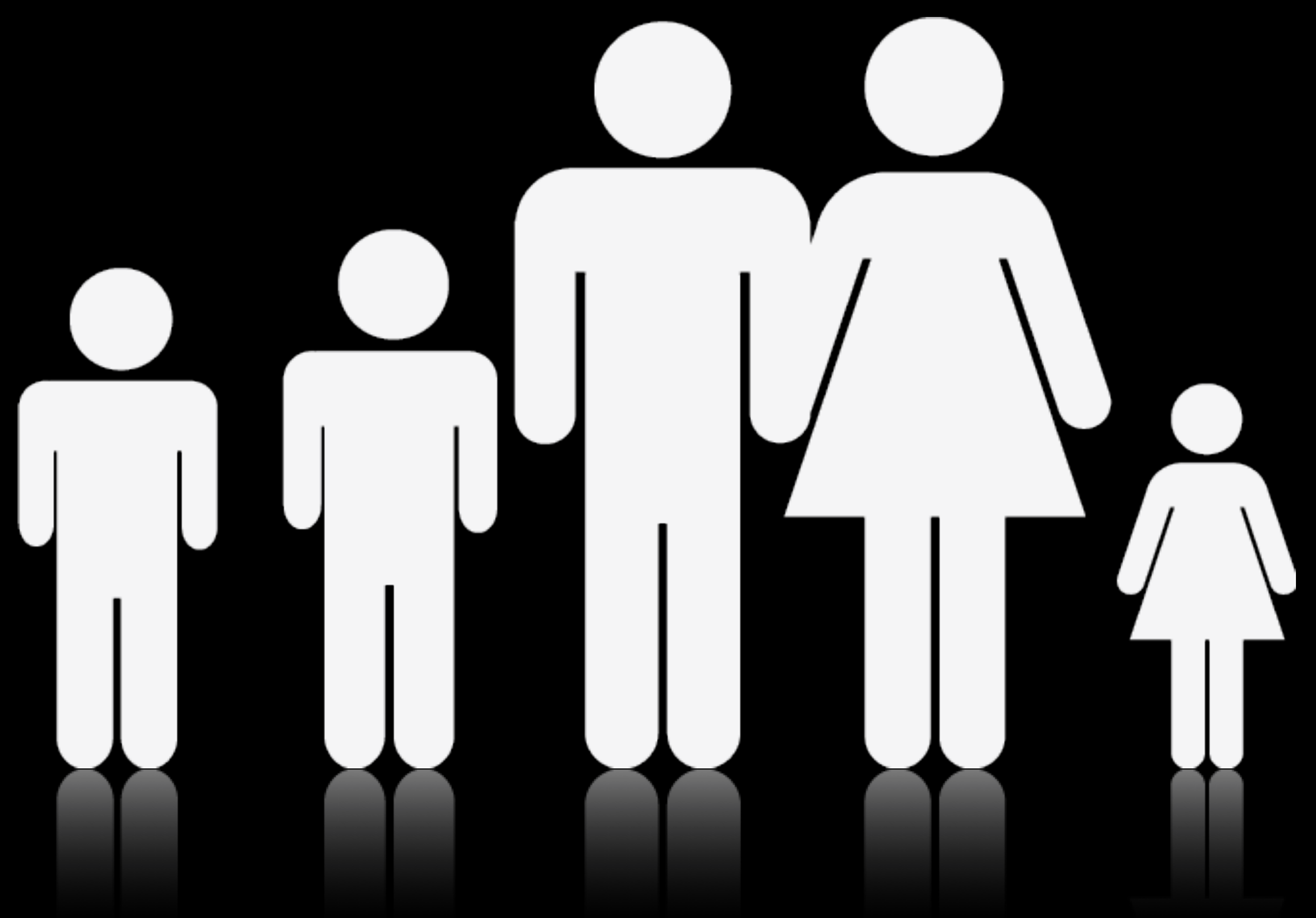
The **ONE THING** that
most limits my ability
to be creative in my
work is _____.

When someone else
shares a CREATIVE
idea, I feel _____.



SESSION ONE

{THE DYNAMICS}



Mediocrity

medius + ocris





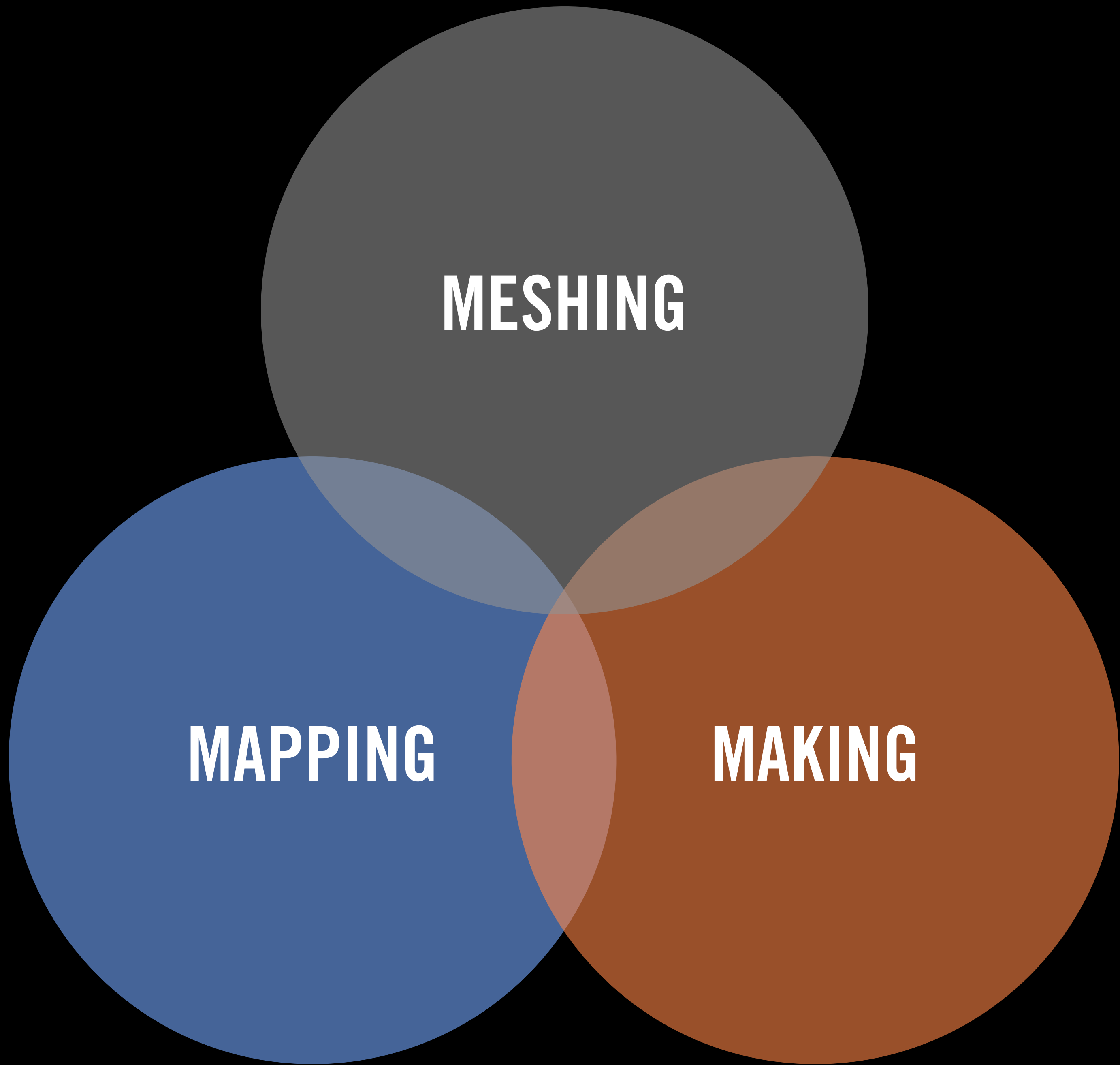
“Premature
optimization is the
ROOT of all evil.”

- Donald Knuth

- DONALD KNUTH

3 KINDS OF WORK

WORK



MESHING

MAPPING

MAKING

Prolific
BRILLIANT
+healthy

Prolific +
BRILLIANT

- healthy

= FRIED

Healthy +
BRILLIANT

- prolific

= UNRELIABLE

Prolific +
HEALTHY

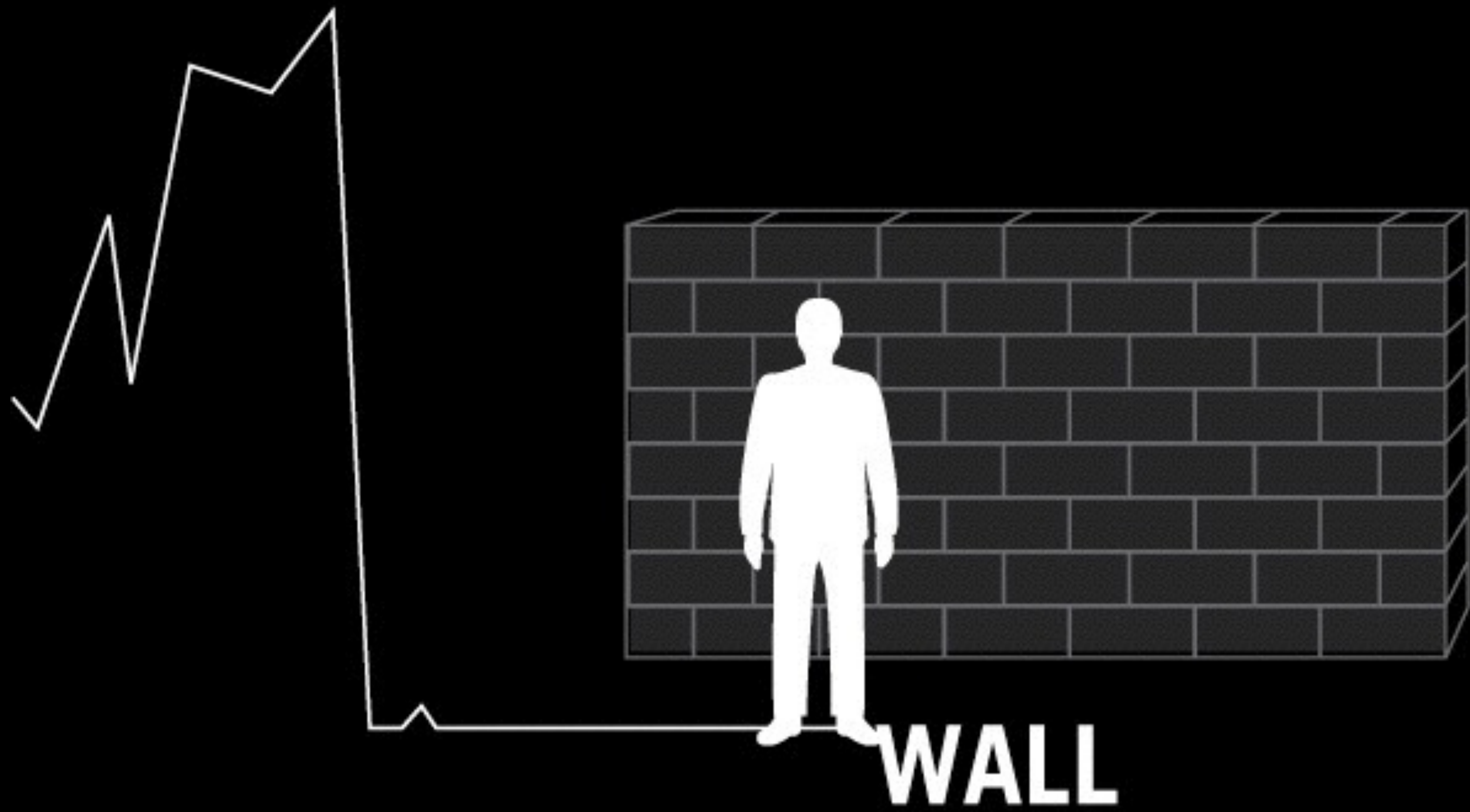
- brilliant

= FIRED

Prolific
BRILLIANT
+healthy

75

CREATE-ON-DEMAND



ASSASSINS

DISSO WANCE



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

FEAR



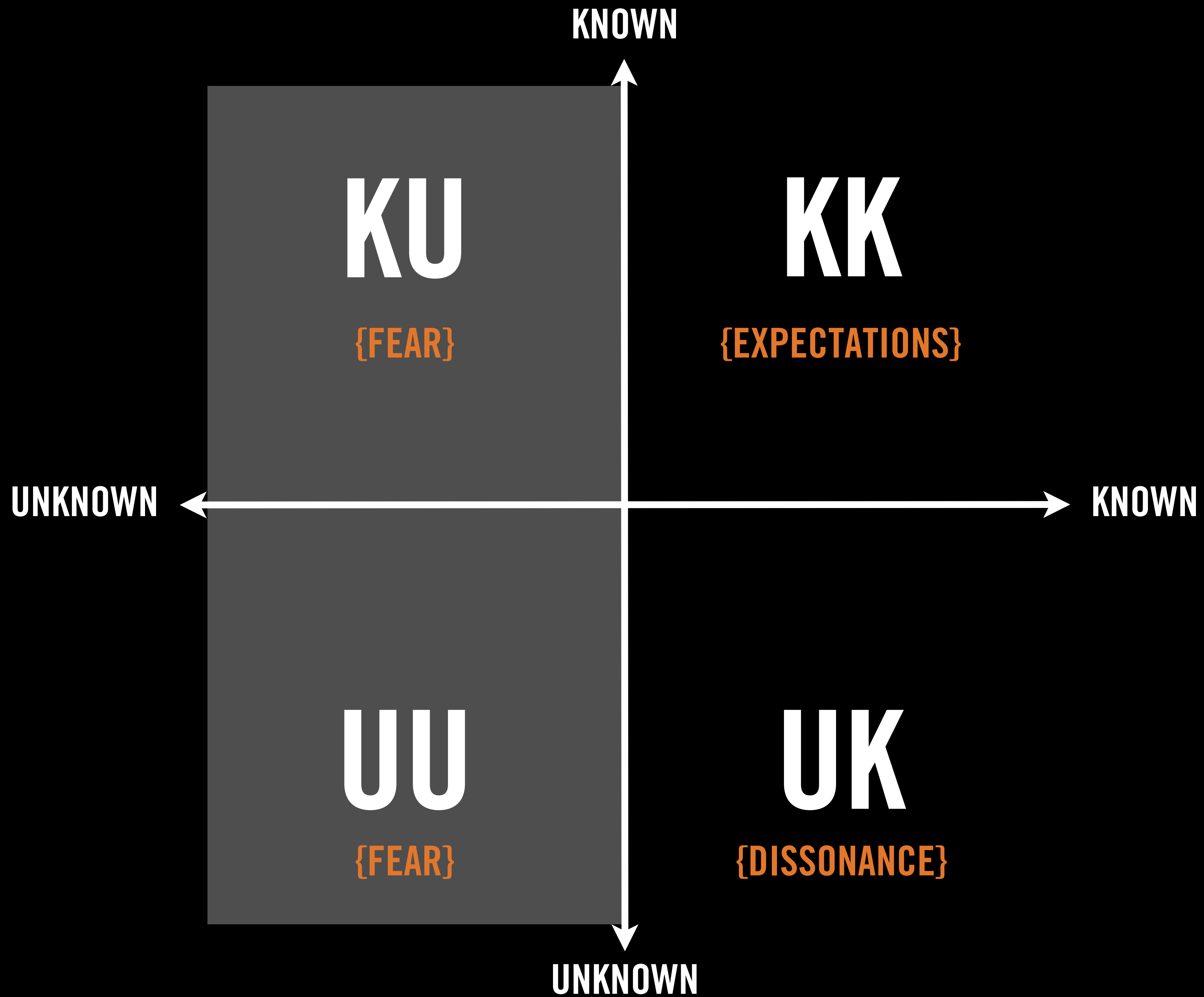
EXPECTATION
ESCALATION

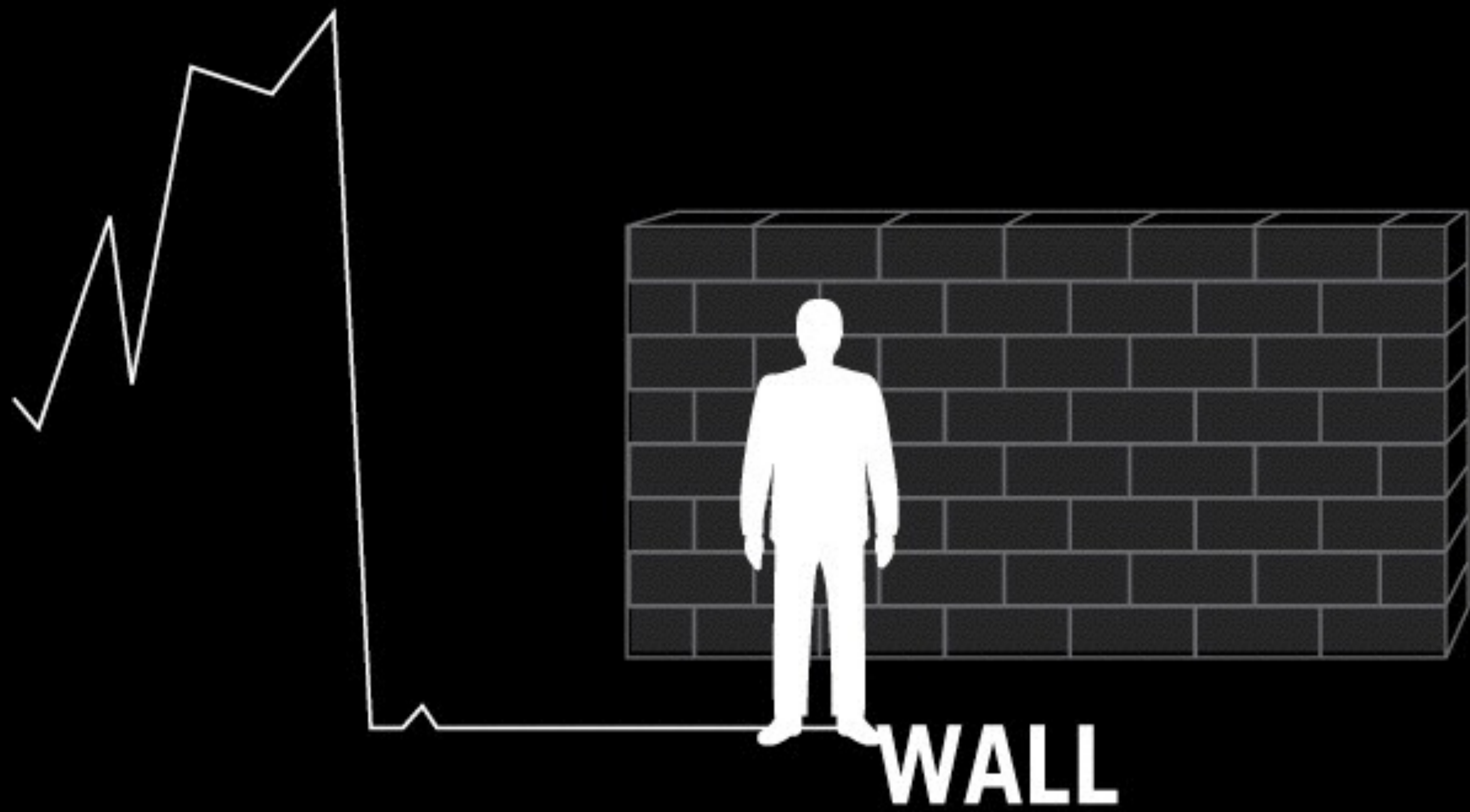


“ There are **KNOWN
KNOWNS**. These are
things we
know that we know.
There are **KNOWN
UNKNOWN**S. That is to
say, there are things
that we know we
don't know. But there
are also **UNKNOWN
UNKNOWN**S. There are
things we don't know
we don't know.”

Donald Rumsfeld







The main thing **limiting** my effectiveness is...

Which **assassin** is most present?

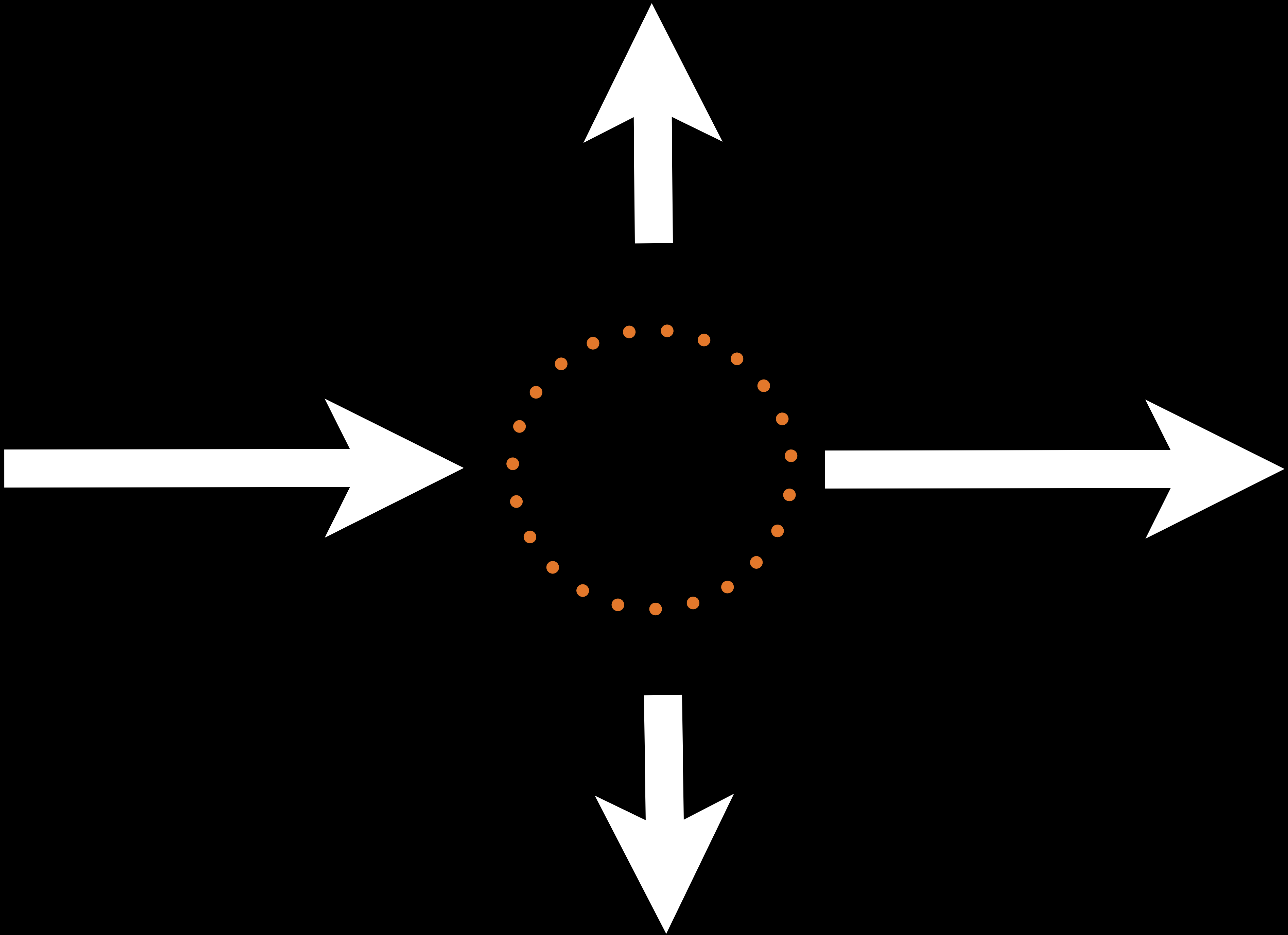
How does it **affect** you?

DISCUSSION

{brilliance ensues}

SESSION TWO

{RHYTHM}



RHYTHM

{5 elements}

FOCUS





Define your
THROUGH-LINE

THROUGH-LINE

Productive

PASSION

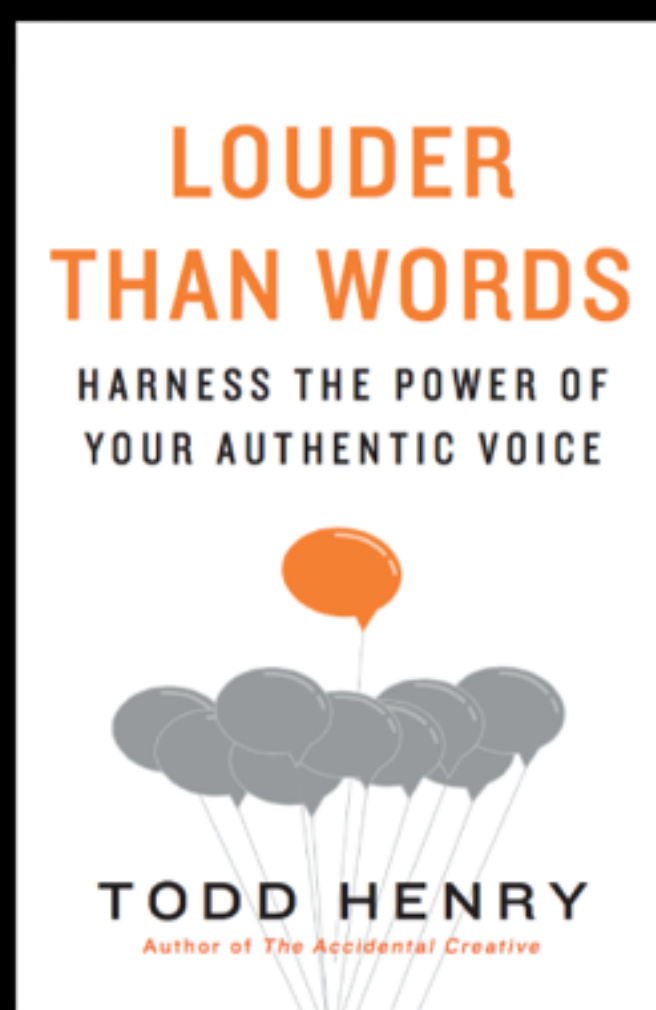
Productive



“You know, I never was a football fan. I wasn’t the type of guy to watch football. I could probably count on one hand how many football games I’ve watched from beginning to end in my lifetime.”



“It was like being lost in the dark and then an arrow appears. A **pointing arrow**; placed there by your future self, that says, ‘Follow me.’”



THE NOTABLES



{ What **ANGERS** you? }

{ What makes you **CRY**? }

{ What **OBSESSES** you? }

{ What gives you **HOPE**? }

“What **OUTCOME**
am I *truly*
committed to?”

committed to:

PiNG

PiNG



24,000

66.6

66.6

DEFINE: CHALLENGES

REFINE: **BIG 3**

CLUSTER: **ADJACENCY**

RELATIONSHIPS

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

ΣΩΡΕΝ ΚΙΕΡΚΕΓΑΑΡ



THE ESSENTIALS

Be a laser,
NOT A LIGHTHOUSE

NOT A LIGHTHOUSE

Encourage dissent,
FOSTER DISCONTENT

ENCOURAGE DISSSENT,
FOSTER DISCONTENT

Defend your team
TO THE DEATH!

TO THE DEATH!

Think

BACKWARD/FORWARD

BACKWARD/FORWARD

Be clear when
UNCERTAIN

UNCERTAIN

GUNS ON
THE **TABLE**

THE TABLE



~~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**?
- 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?

START CIRCLES

HEAD TO HEAD

ENERGY

ENERGY

PRACTICE PRUNING

THINK

WHOLE LIFE

WHOLE LIFE

STIMULI

STIMULI

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

NO ONE, EVER

ИО ОИЕ, ЕЛЕВ

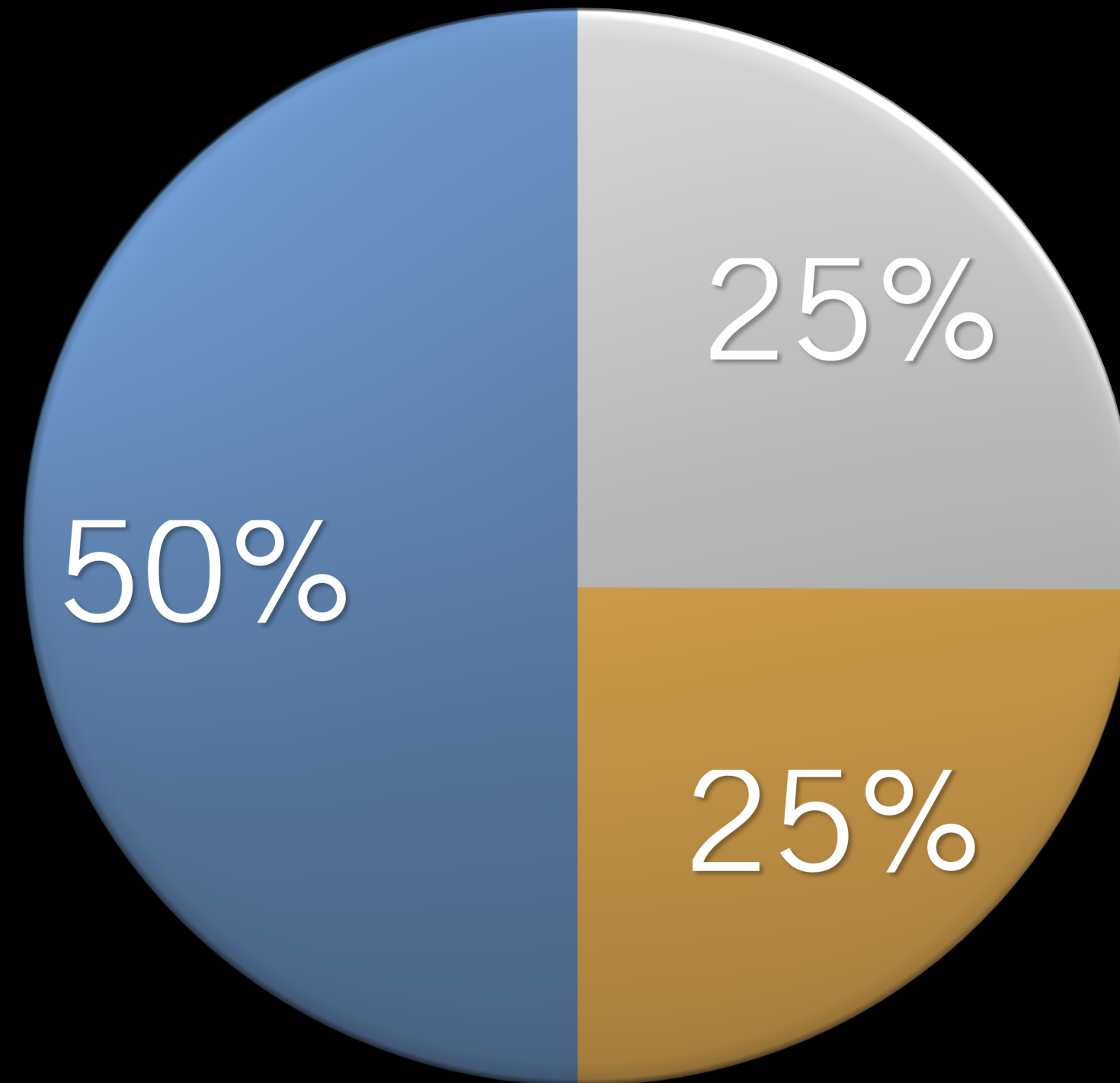
Define your
LIST

LIST

HAVE A
STUDY PLAN

STUDY PLAN

● Upcoming ● Stretch ● Curiosity



TAKE (BETTER) NOTES

STIMULUS

DIVE

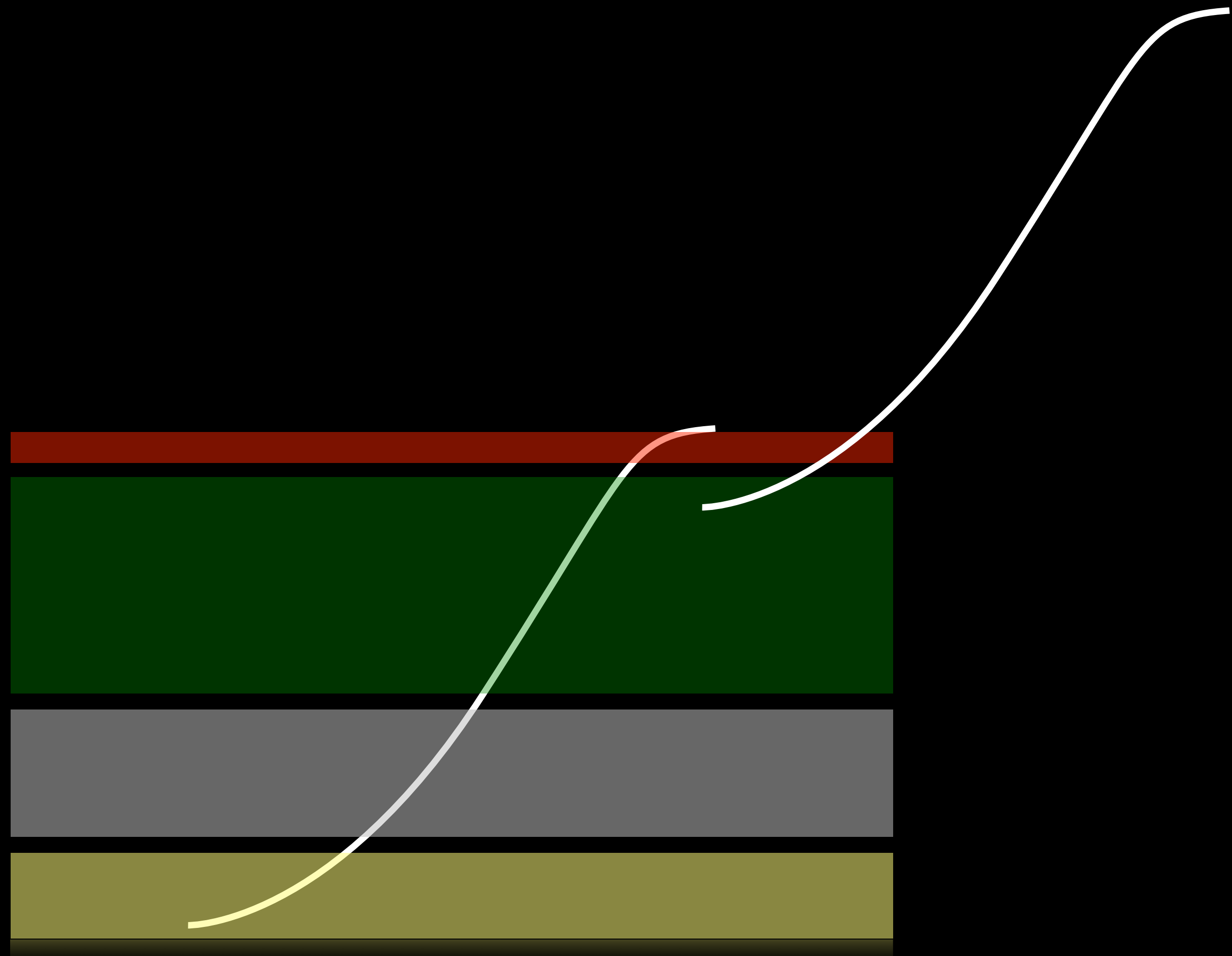
DIVE

HOURS

UNNECESSARY
CREATING

UNNECESSARY
CREATING

CRISIS
DIVERGENCE
EMULATION
DISCOVERY



IDEA
TIME

TIME

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

FOCUS

RELATIONSHIPS

ENERGY

STIMULI

HOURS

Prolific
BRILLIANT
+healthy

Is there **work** that needs definition?

Which **element** you struggle with?

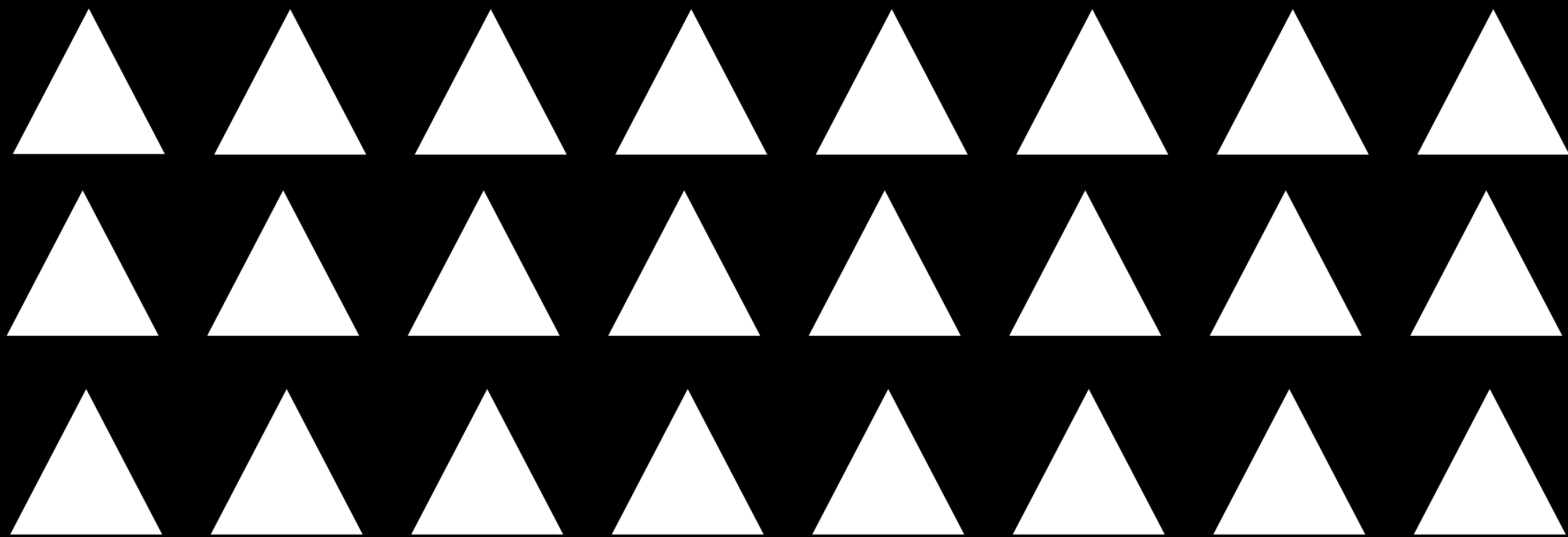
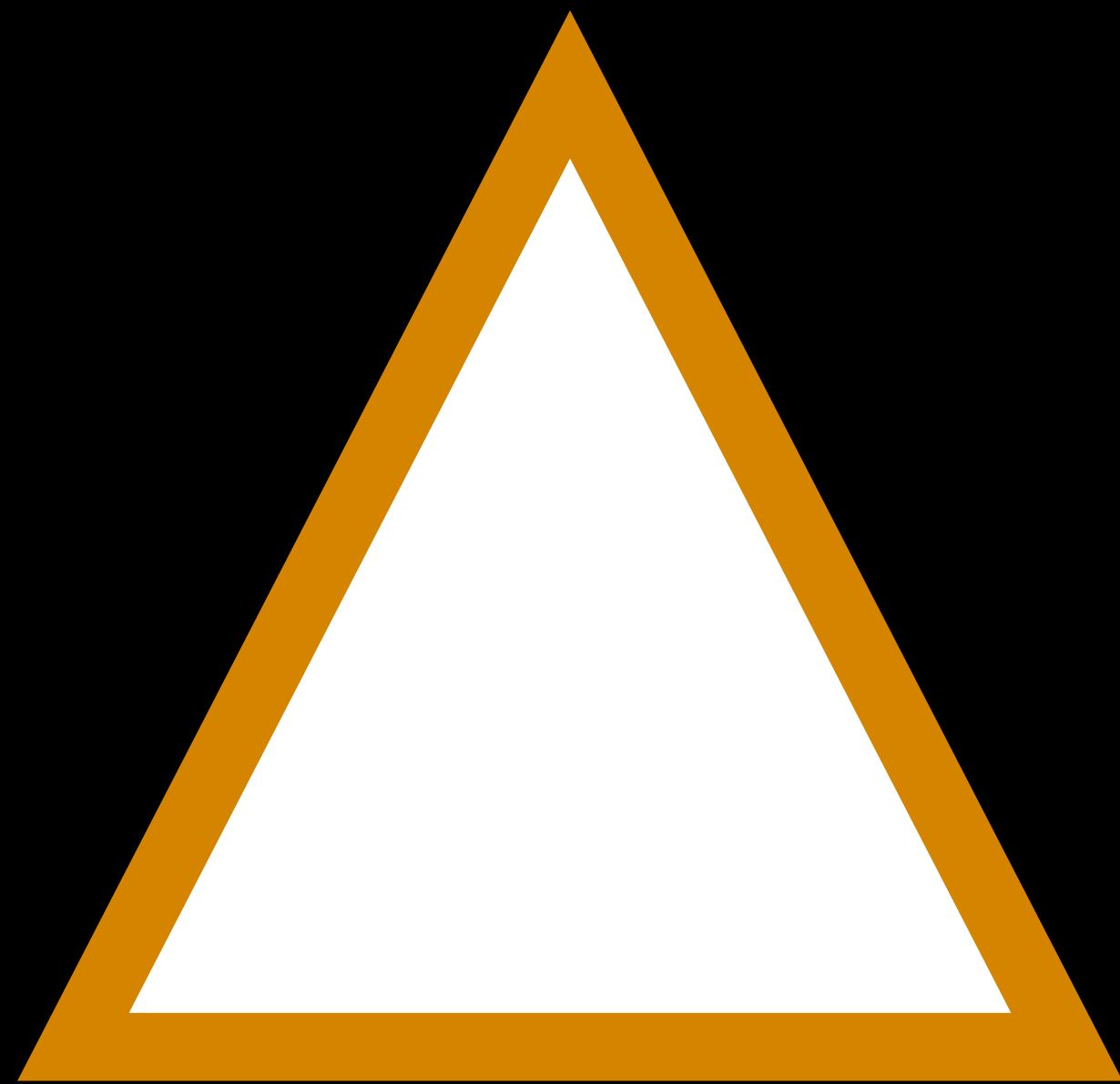
What is a **next action** for you?

DISCUSSION

{brilliance ensues}

{brilliance ensues}

WHY?



“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!

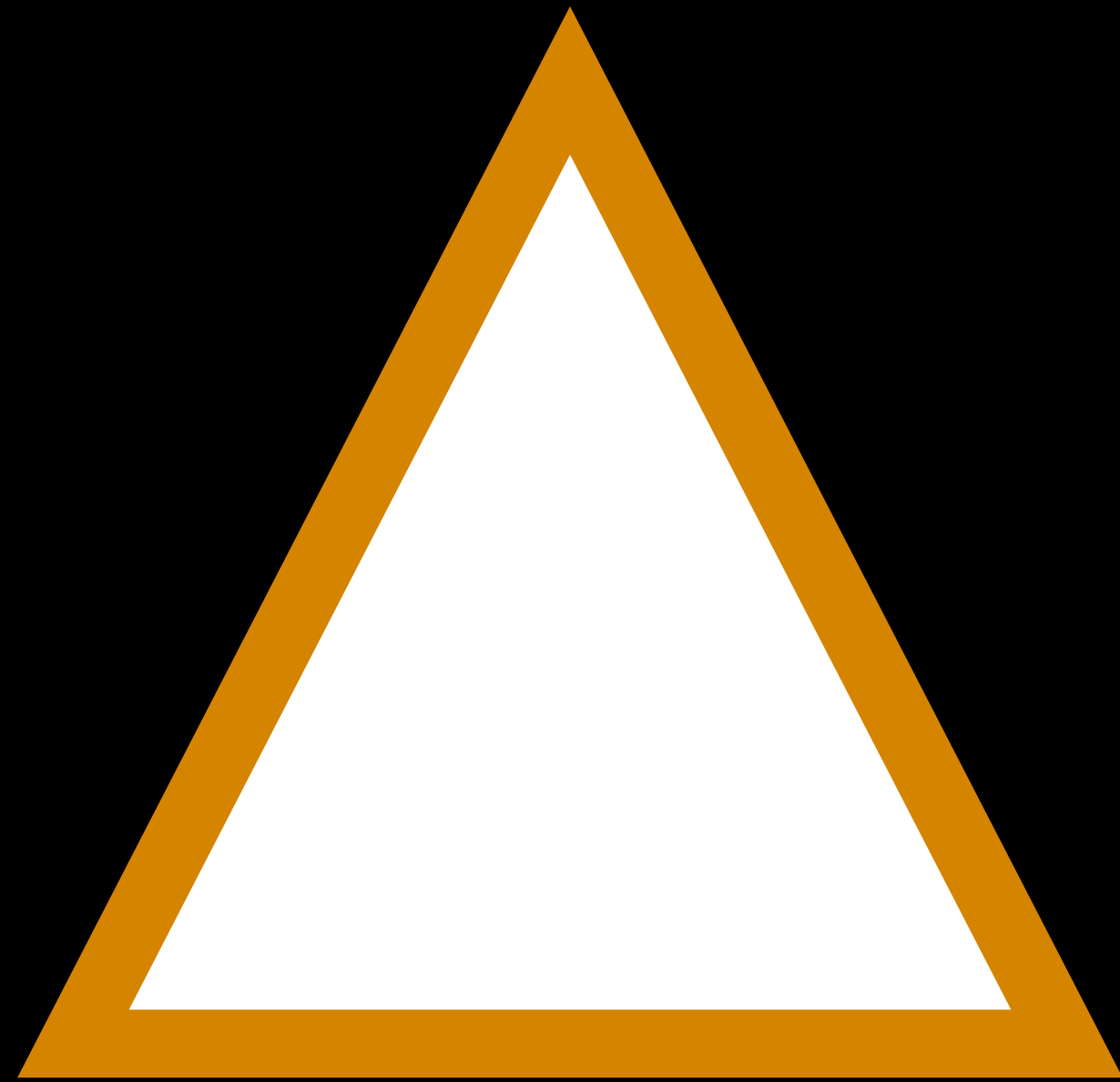


“There can be an intense egoism in following everyone else. People are in a **HURRY** to magnify themselves by **IMITATING** what is popular, and too lazy to think of anything better. Hurry ruins saints as well as artists. They want **QUICK SUCCESS** and they are in such a hurry to get it that they cannot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

Cover Bands
DON'T CHANGE
The World



Don't spend *your*
life building
SOMEONE ELSE'S
body of work.

TODDHENRY.COM

THANK YOU