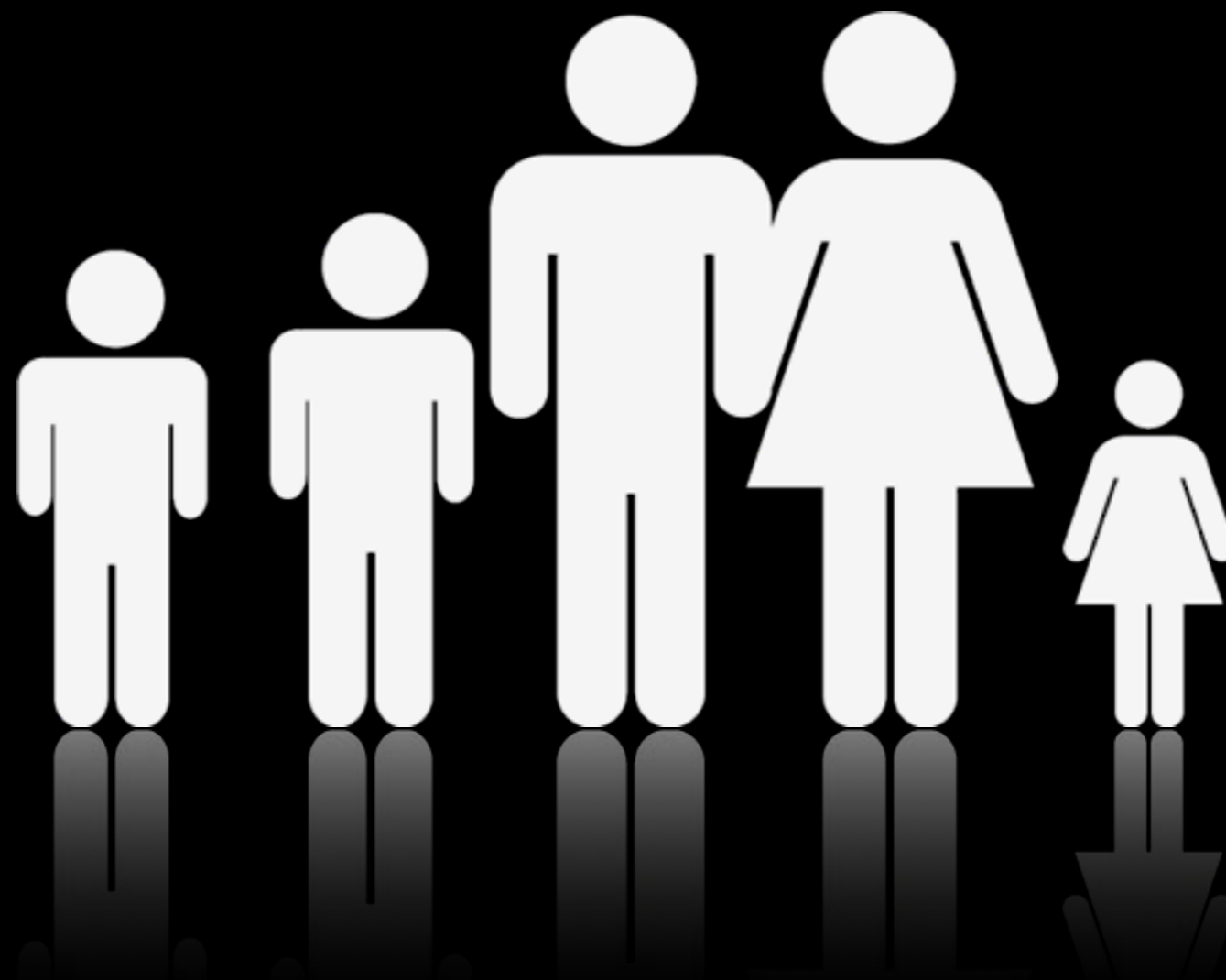


Hello,

(I'm **@todddhenry**)

CREATIVITY + **I**NNOVATION



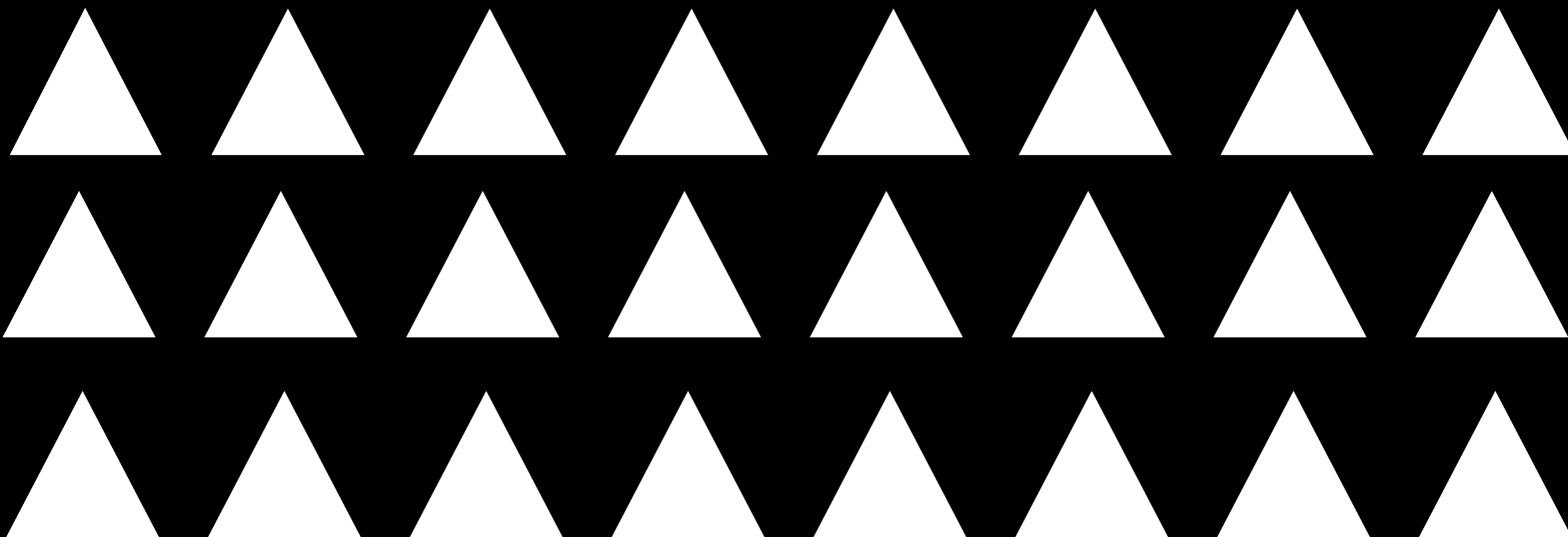
Mediocrity

medius + ocris









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

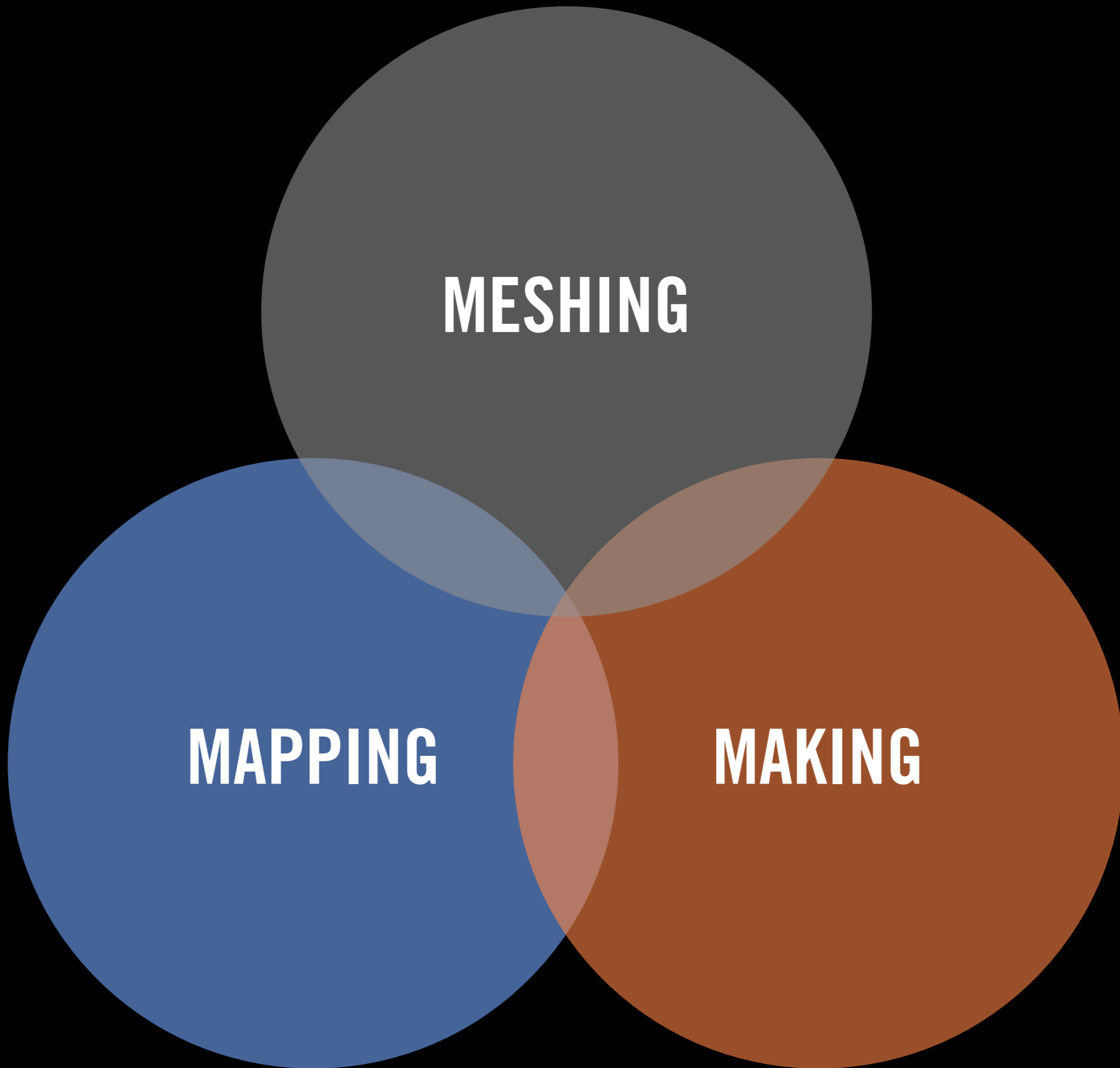
GRETCHEN RUBIN

GRETCHEN RUBIN

FATE = fate

3 KINDS OF WORK

WORK



MESHING

MAPPING

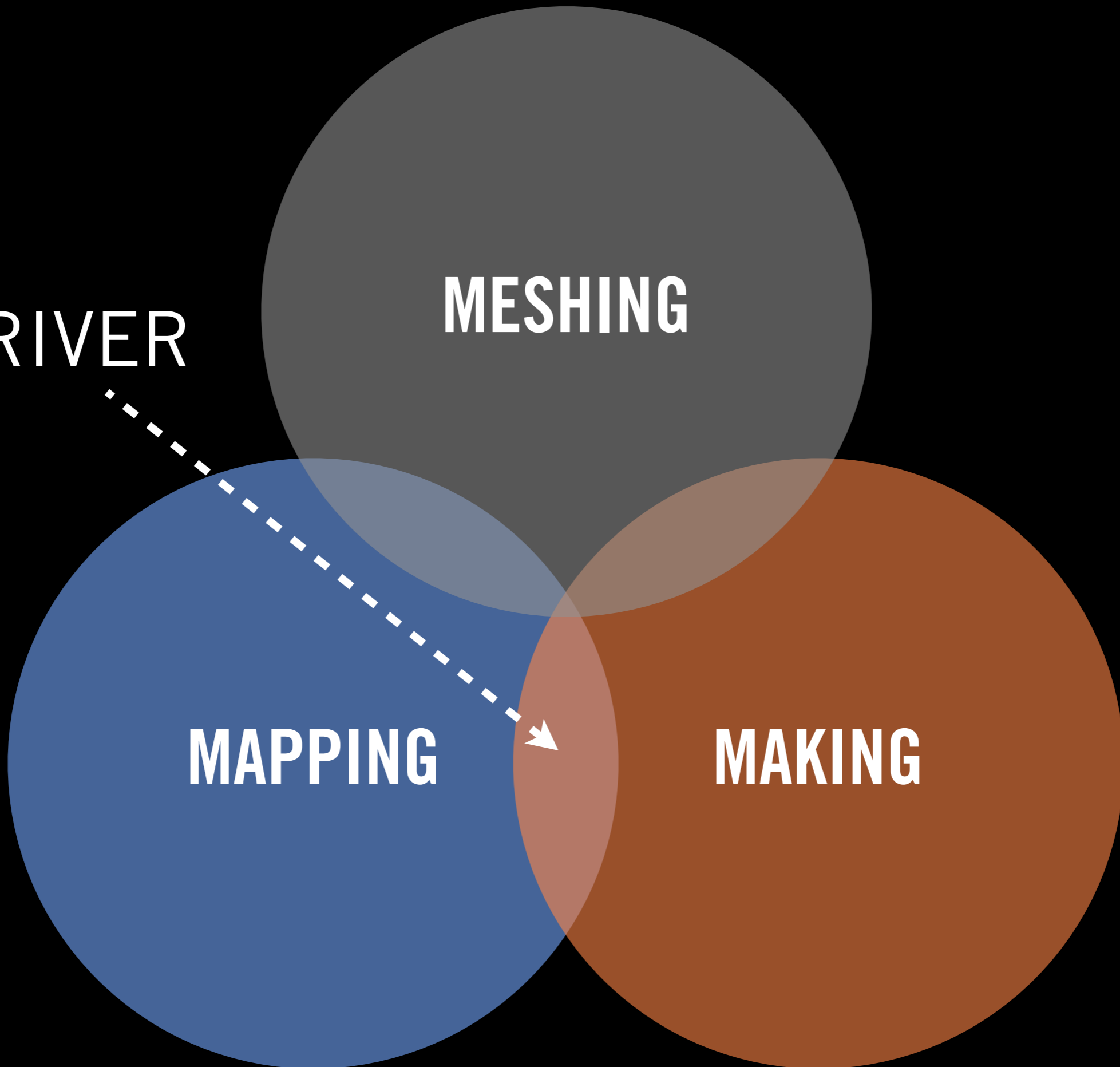
MAKING

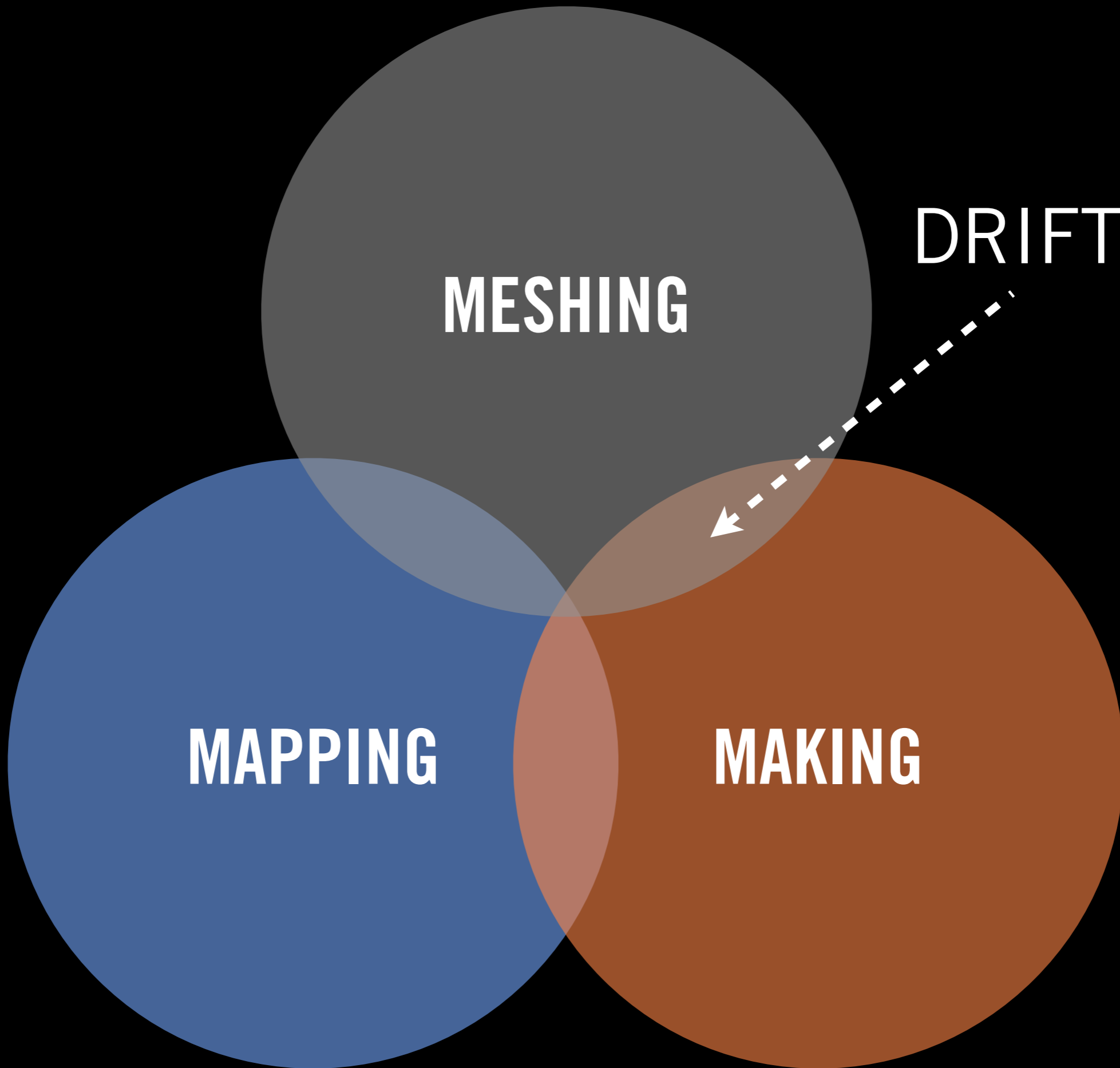
DRIVER

MESHING

MAPPING

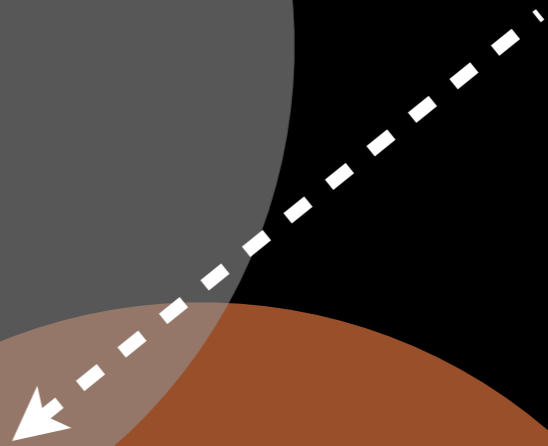
MAKING





MESHING

DRIFTER



MAPPING

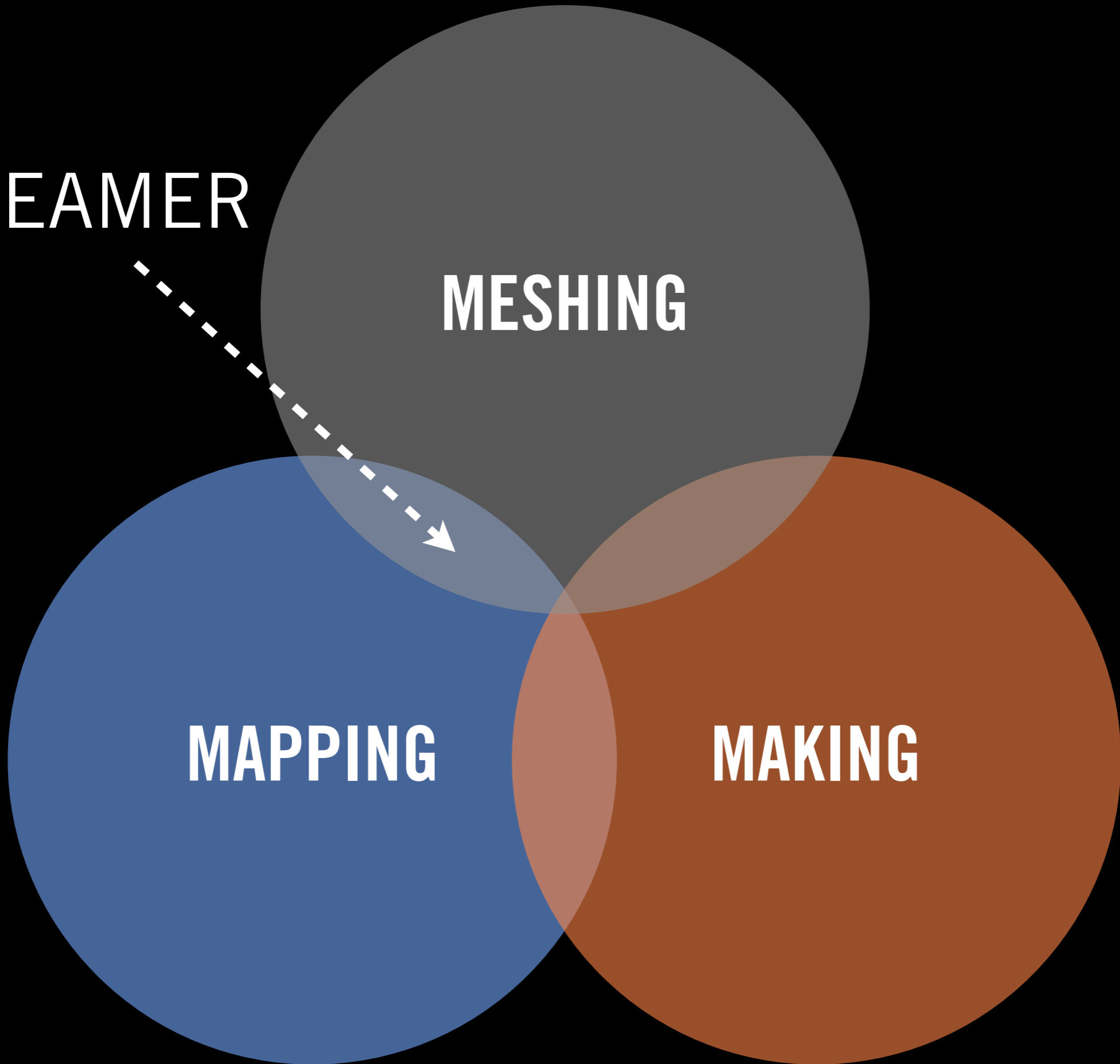
MAKING

DREAMER

MESHING

MAPPING

MAKING



MESHING

DEVELOPER

MAPPING

MAKING

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

it's chosen over time

Brilliance
DEMANDS
Discipline

Brilliance
DEMANDS
BRAVERY!

7

deadly

sins

AIMLESSNESS









Define your
THROUGH-LINE

THROUGH-LINE

Productive

PASSION

PASSION



“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.”

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

committed to:

BOREDOM

BOREDOM



PiNG

PiNG

66.6

66.6

Be fiercely

CURIOUS

CURIOUS

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

NO ONE, EVER

НИКОГДА НИКОМУ

Define your

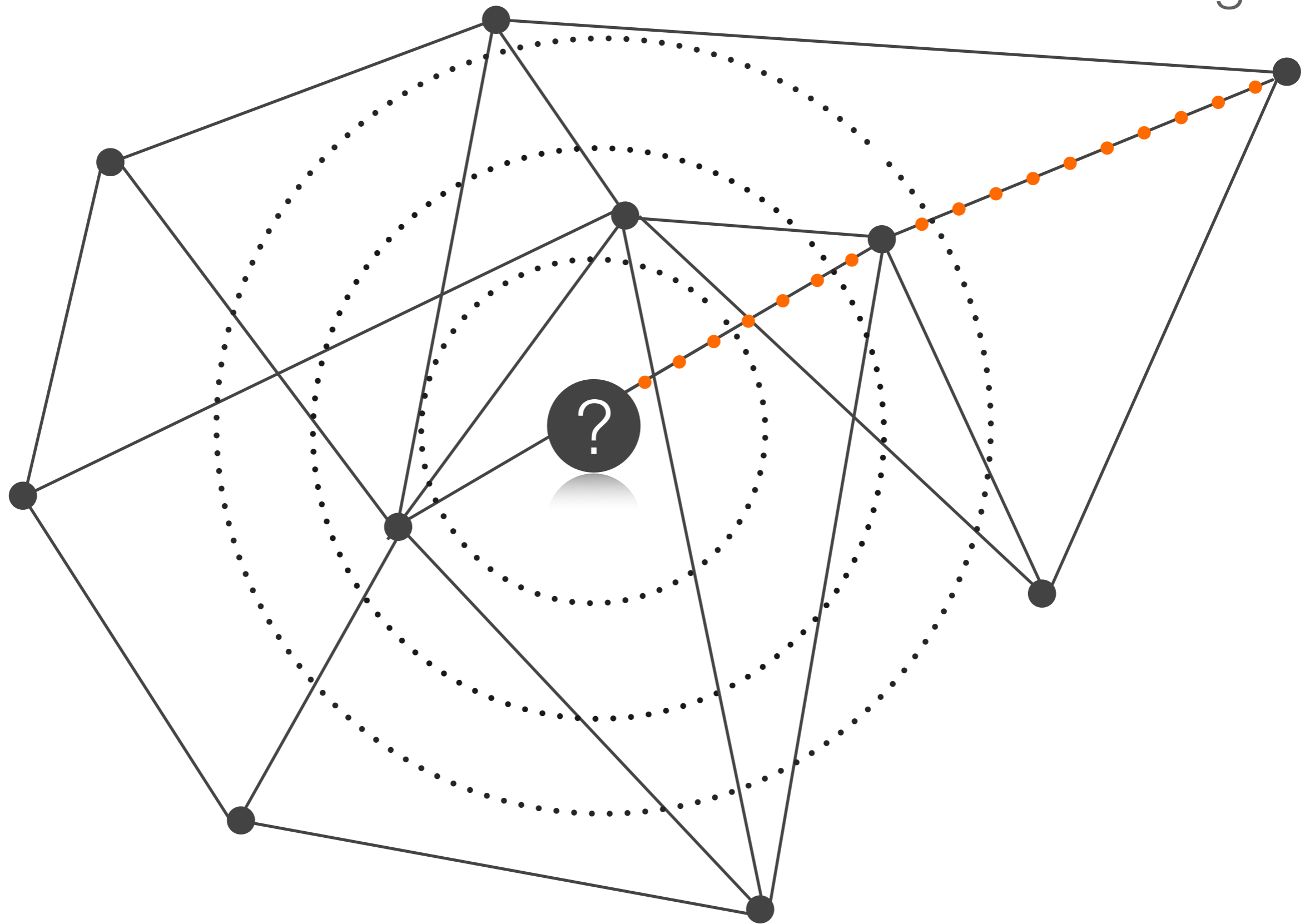
LIST

LIST

Surround **PROBLEMS**

PROBLEMS

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~~

ASSUMPTIONS

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

“Where am I
BUSILY BORED?”

BUSILY BORED?

“What **ASSUMPTION**
should I be
challenging?”

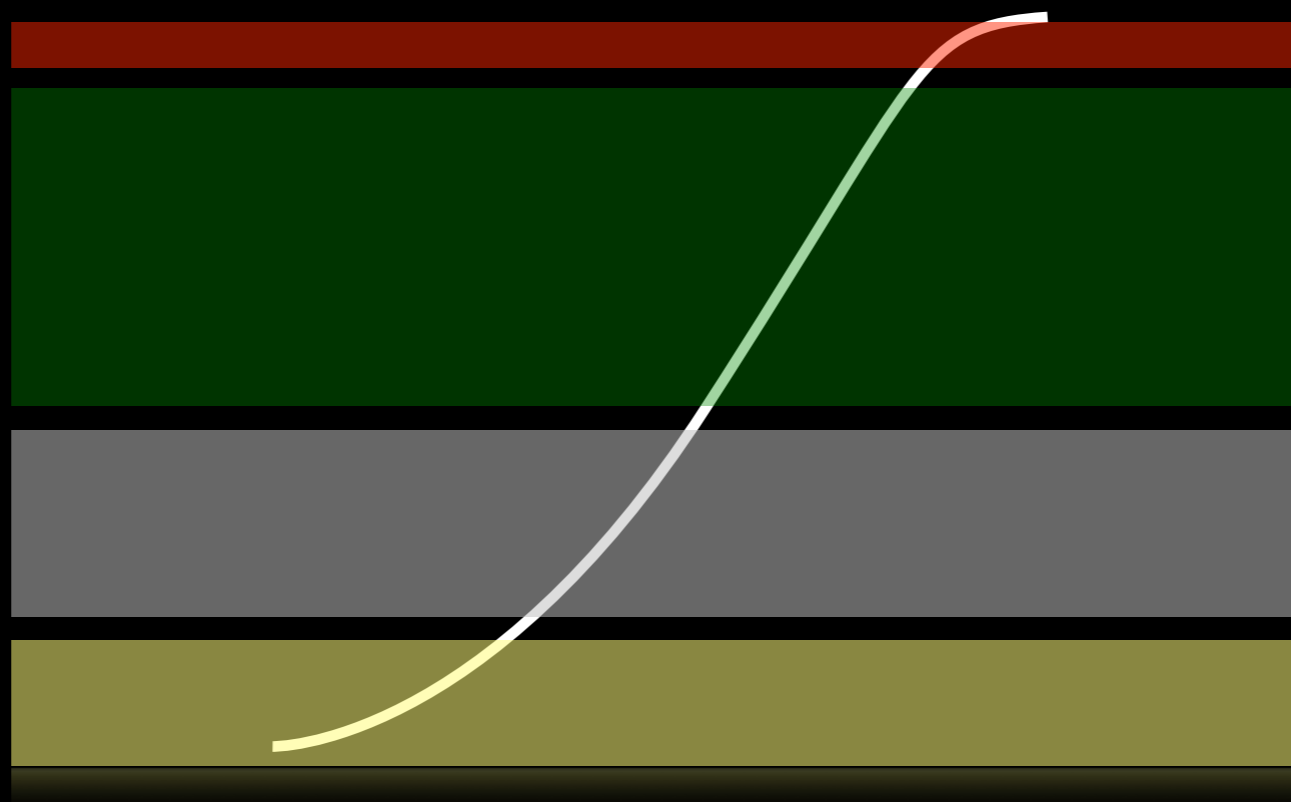
cp9116U&1U&:

COMFORT

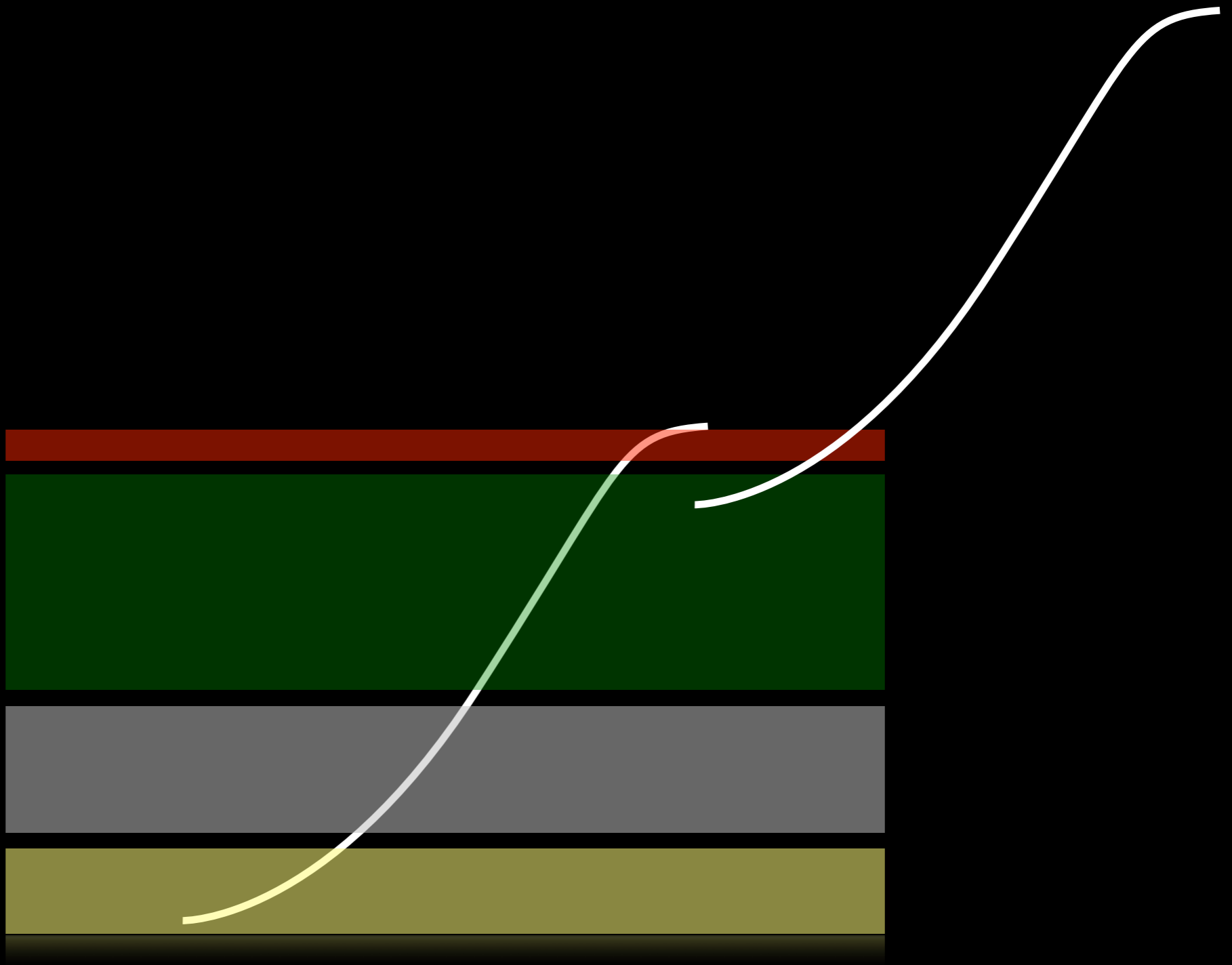
Growth
(and **INNOVATION**)

(and **INNOVATION**)

CRISIS
DIVERGENCE
EMULATION
DISCOVERY



CRISIS
DIVERGENCE
EMULATION
DISCOVERY



“Where am I in
THESE STAGES?”

THESE STAGES?

“What **SKILL** do I
need to learn?”

USED TO LEARN:

DELUSION

**BE HONEST WITH
YOURSELF**

BE HONEST WITH
YOURSELF

**LOVE
ME**





Define your
ETHIC

ETHIC

ETHIC



“What am I doing
right now that
doesn't seem
LIKE ME?”

LIKE ME?

EGO

“hubris born of success”

Jim Collins

Jim Collins





**BE CONFIDENTLY
ADAPTABLE**

WDWILWDEE

“Where have I
become **INFLEXIBLE**
because of ego?”

because of ego;

FEAR

FEAR



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

Brian Tome

Brian Tome

**FIND YOUR
VOICE**

VOICE

Notice, then **ACT**



{ What **ANGERS** you? }

{ What makes you **CRY**? }

{ What have you **MASTERED?** }

{ What gives you **HOPE**? }

“Where am I
PARALYZED by
fear of {...}?”

“Where am I
PARALYZED by
fear of {...}?”

GUARDEDNESS

STAY

CONNNECTED

CONNNECTED

“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

Σόρην Κιερκεγκάαρ



“Guns on the **TABLE**”

mirrors

circles

WHY?

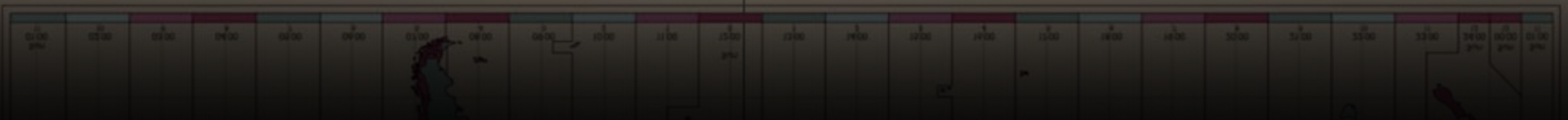
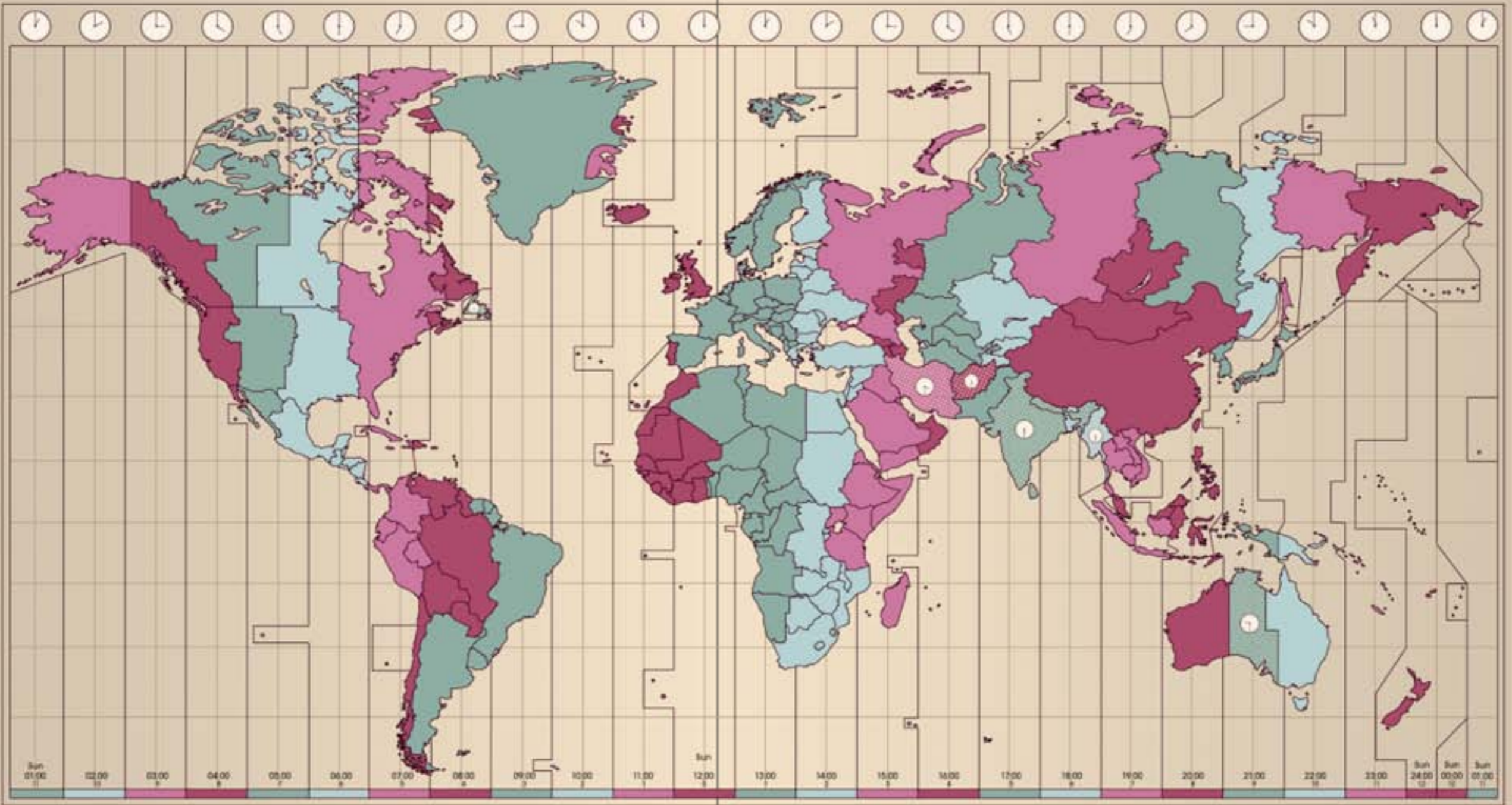


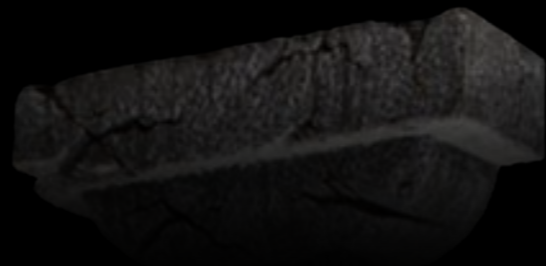
“There can be an intense egoism in following everyone else. People are in a **HURRY** to magnify themselves by **IMITATING** what is popular, and too lazy to think of anything better. Hurry ruins saints as well as artists. They want **QUICK SUCCESS** and they are in such a hurry to get it that they cannot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





DIE **EMPTY**

TODDHENRY.COM

DIE EMPTY

Thank You!