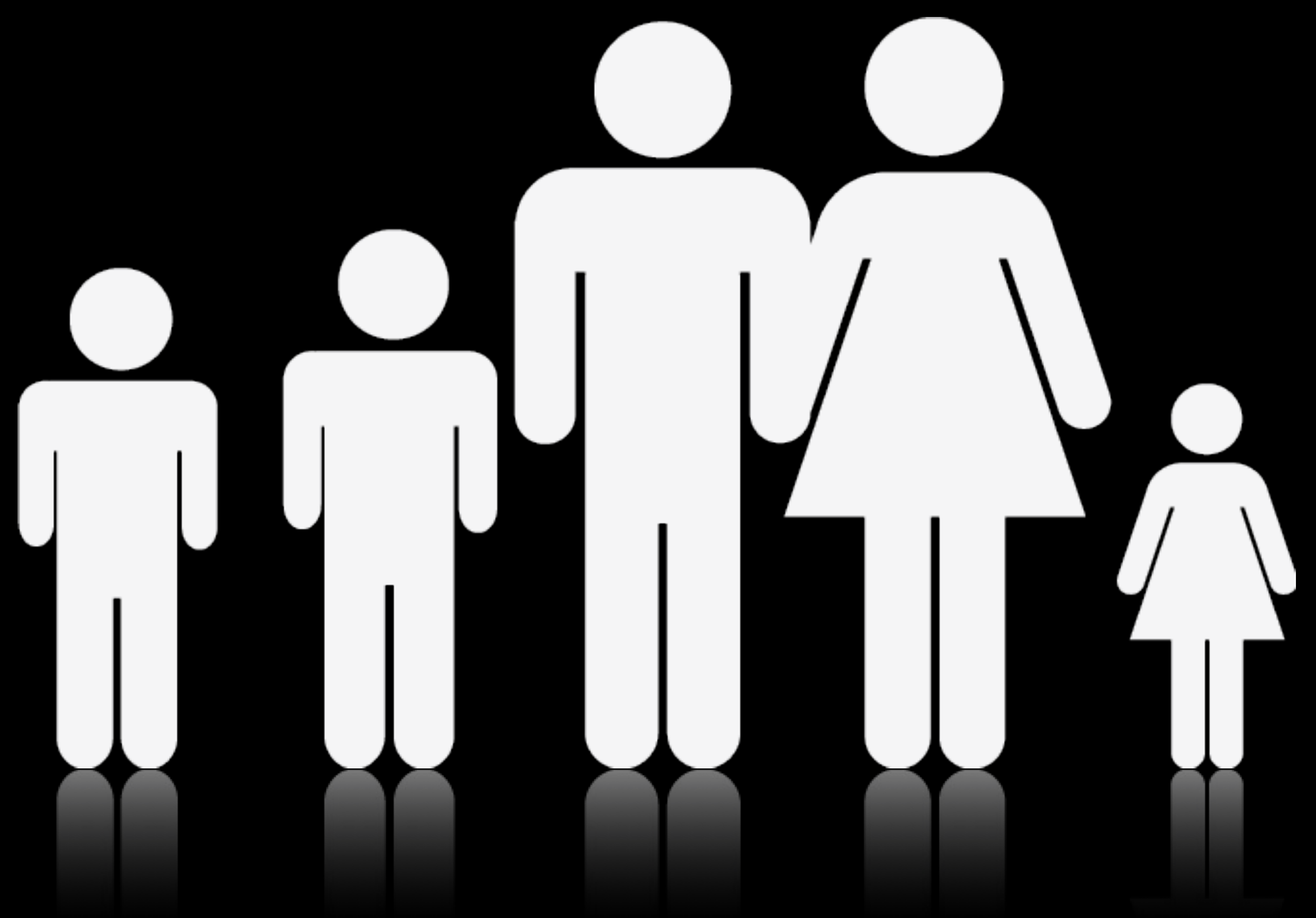


HELLO,

I'M **TODD HENRY** (@TODDHENRY)

**C**REATIVITY +  
**I**NNOVATION

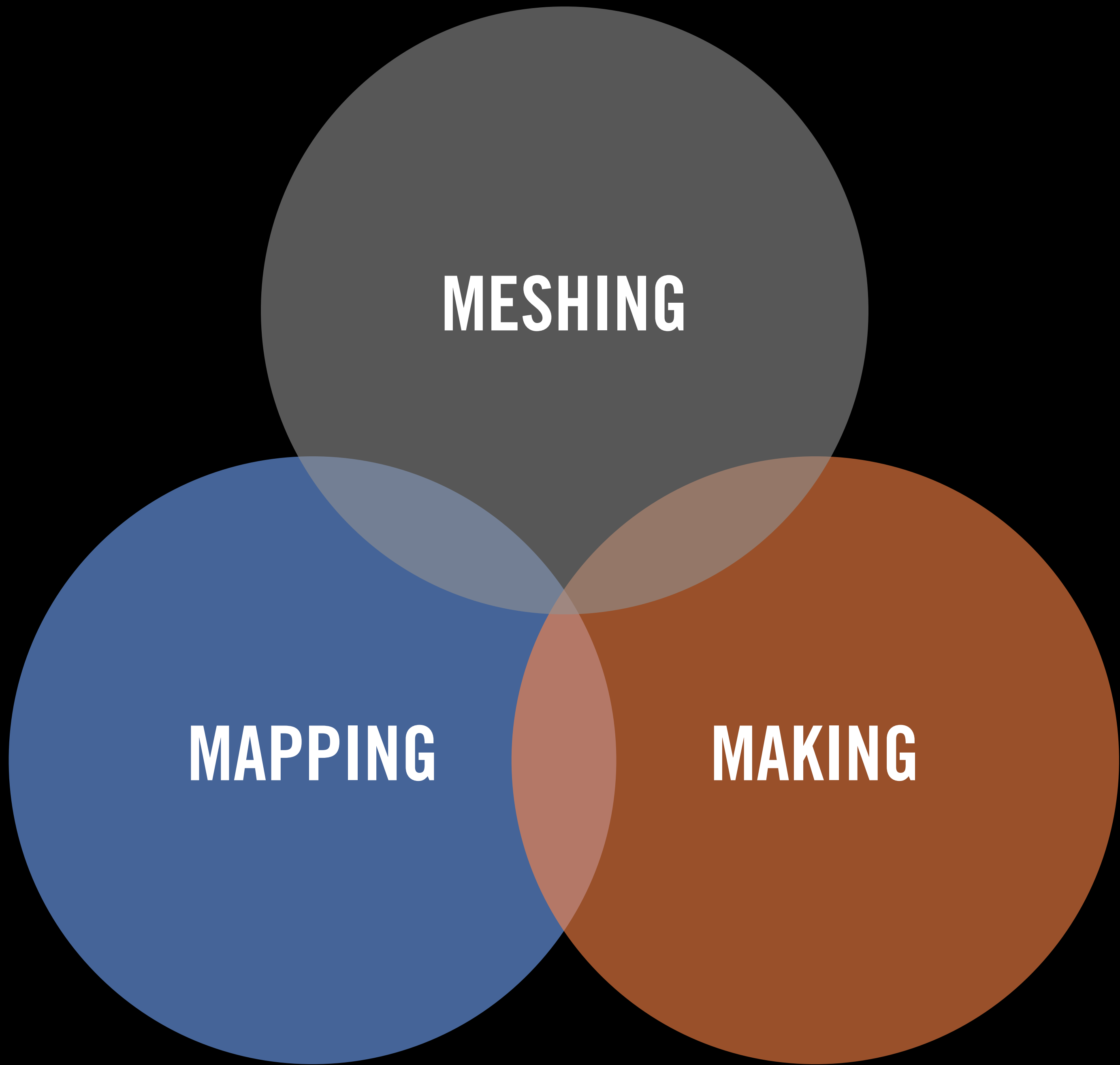






# 3 KINDS OF WORK

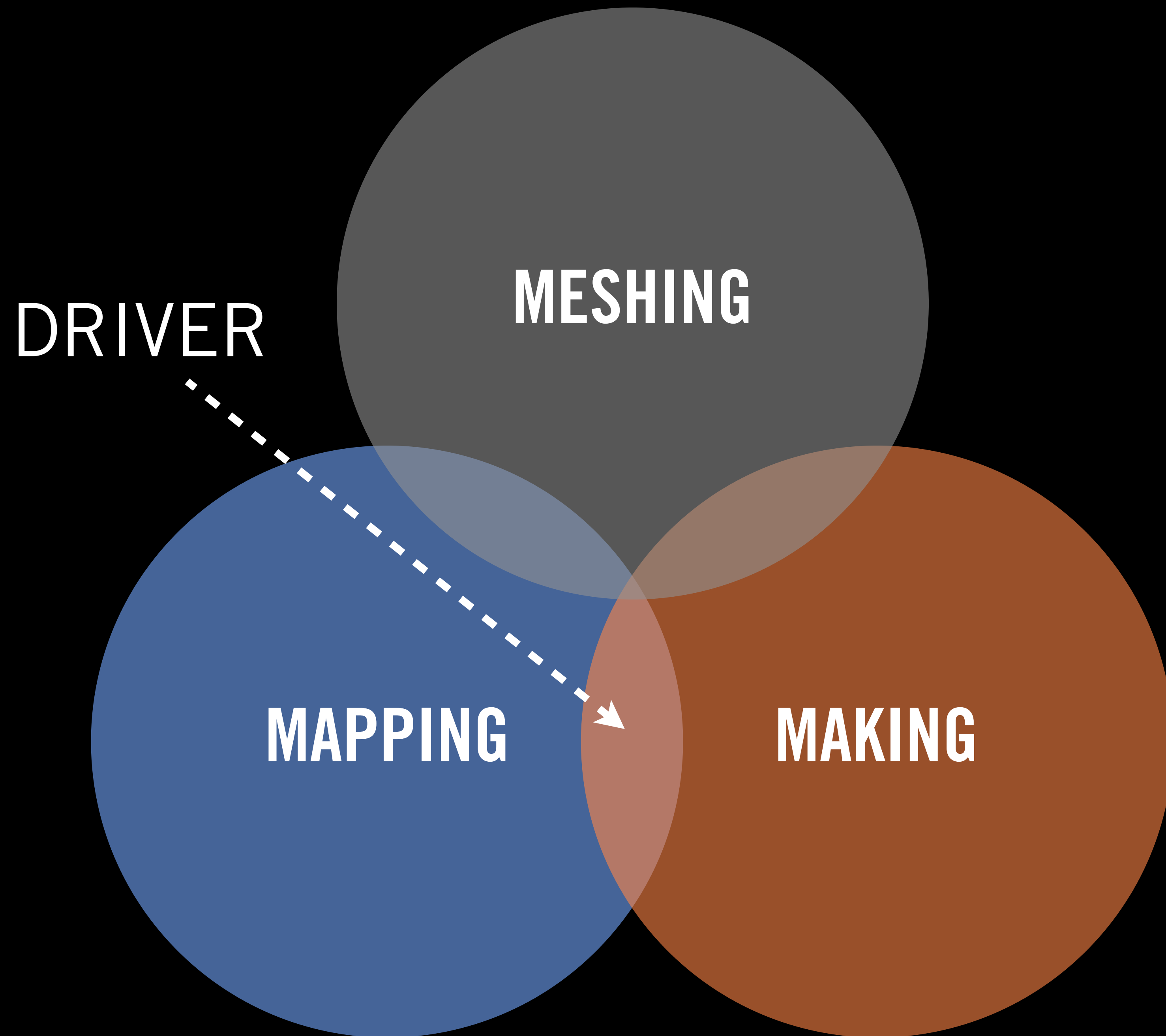
WORK



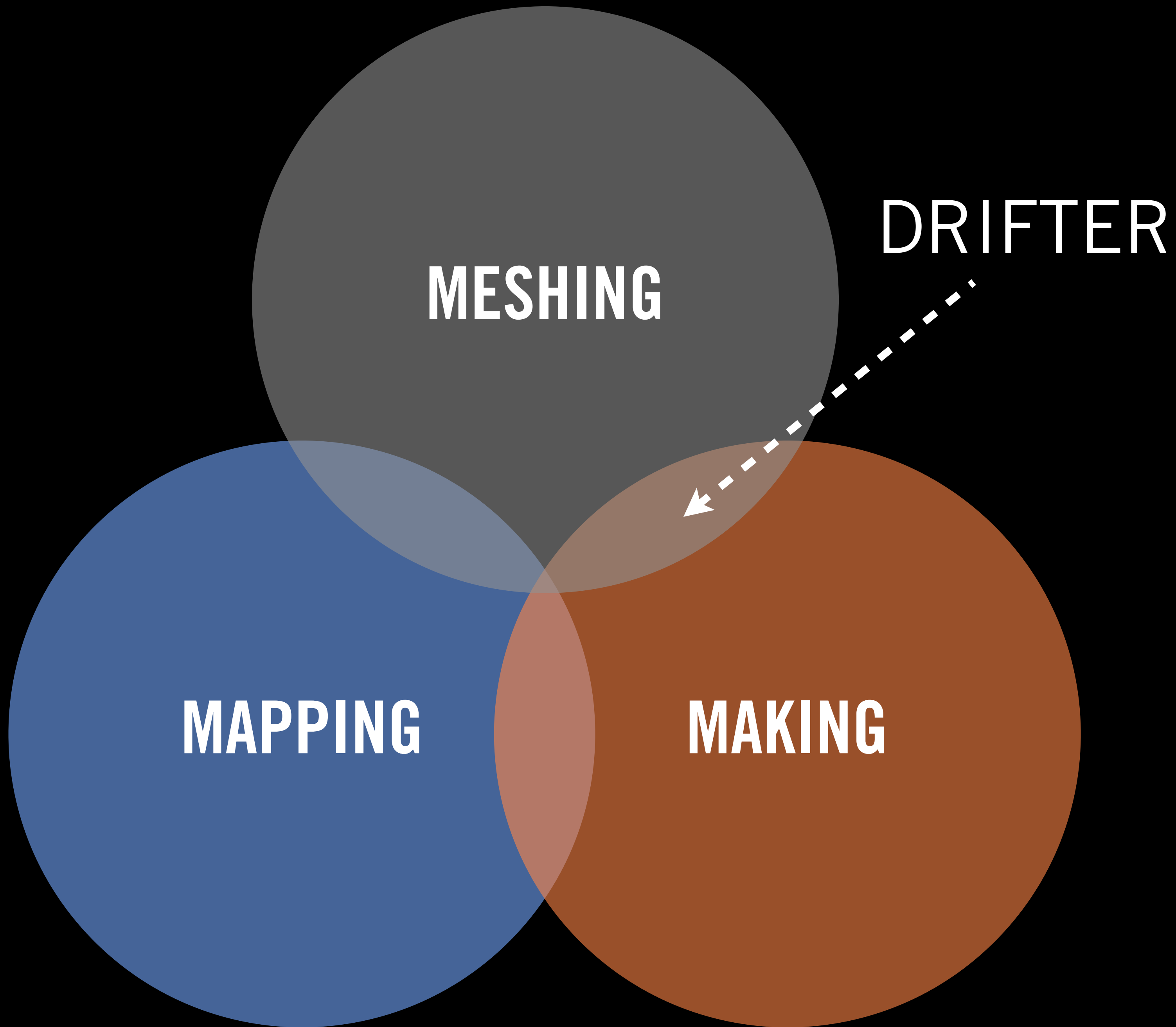
**MESHING**

**MAPPING**

**MAKING**





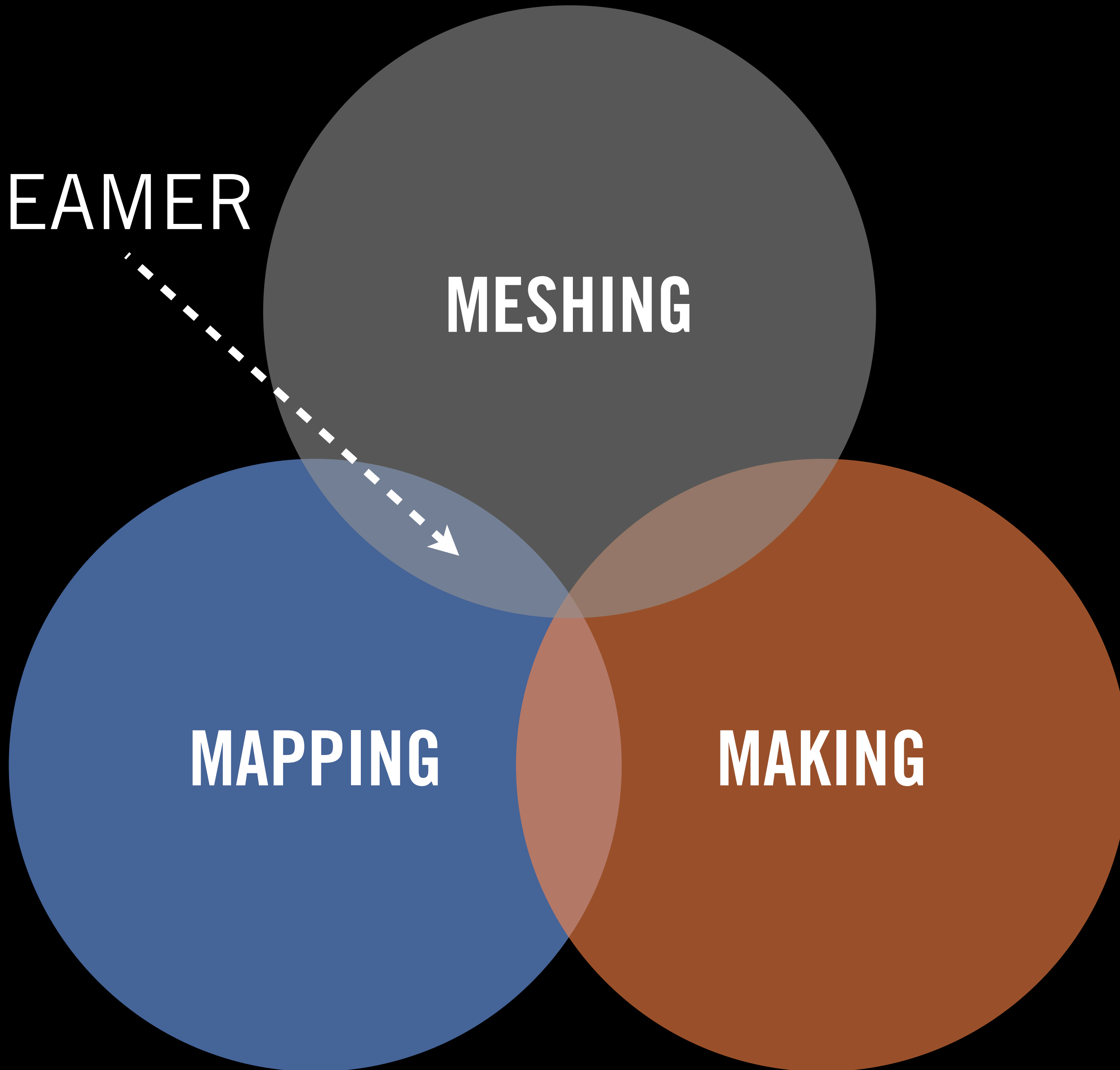


**DREAMER**

**MESHING**

**MAPPING**

**MAKING**



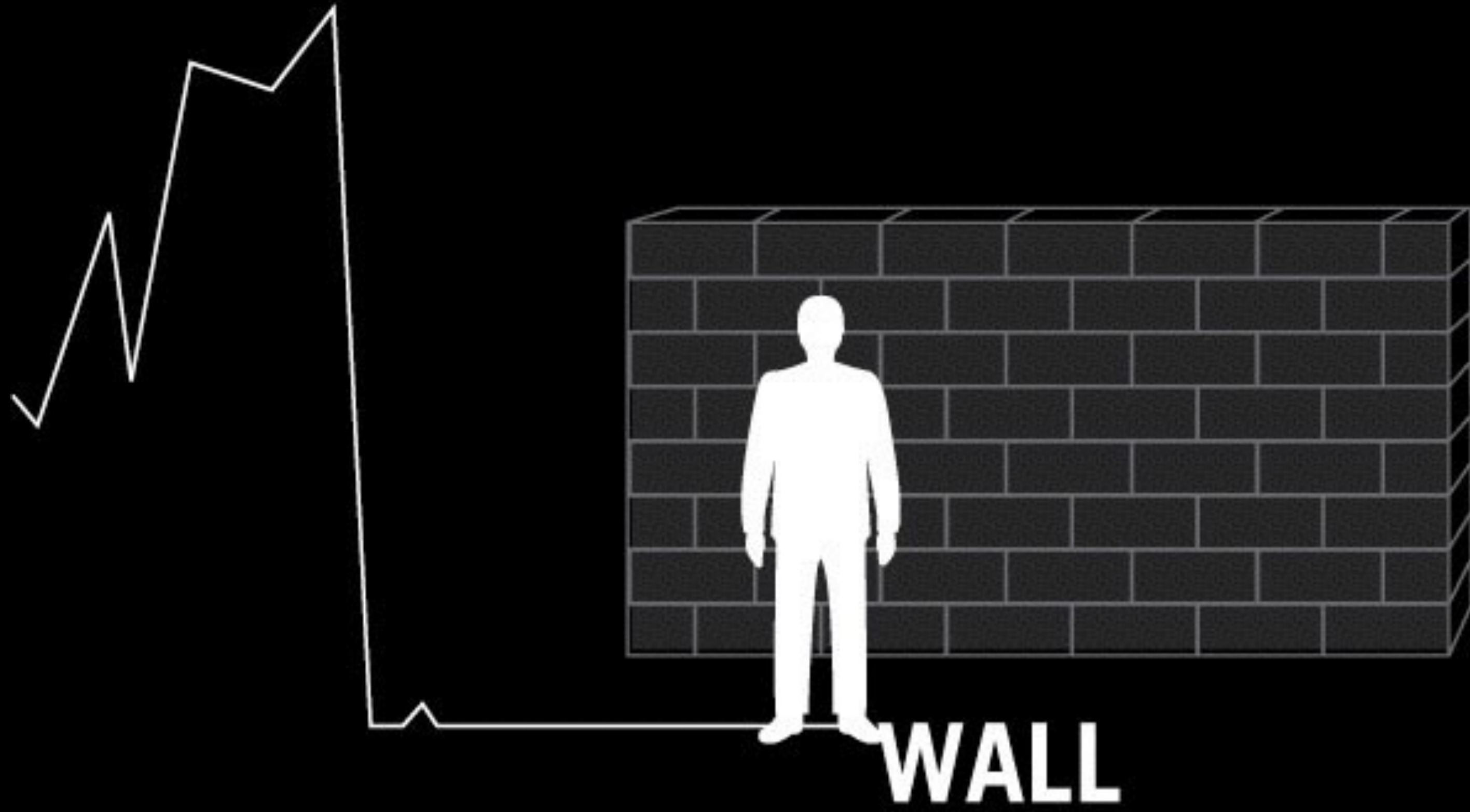
MESHING

# DEVELOPER

MAPPING

MAKING

**CREATE-ON-DEMAND**



ASSASSINS

*DISSO WANCE*





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

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

WHAT

?

WHY

**FEAR**







EXPECTATION

ESCALATION

ESCALATION





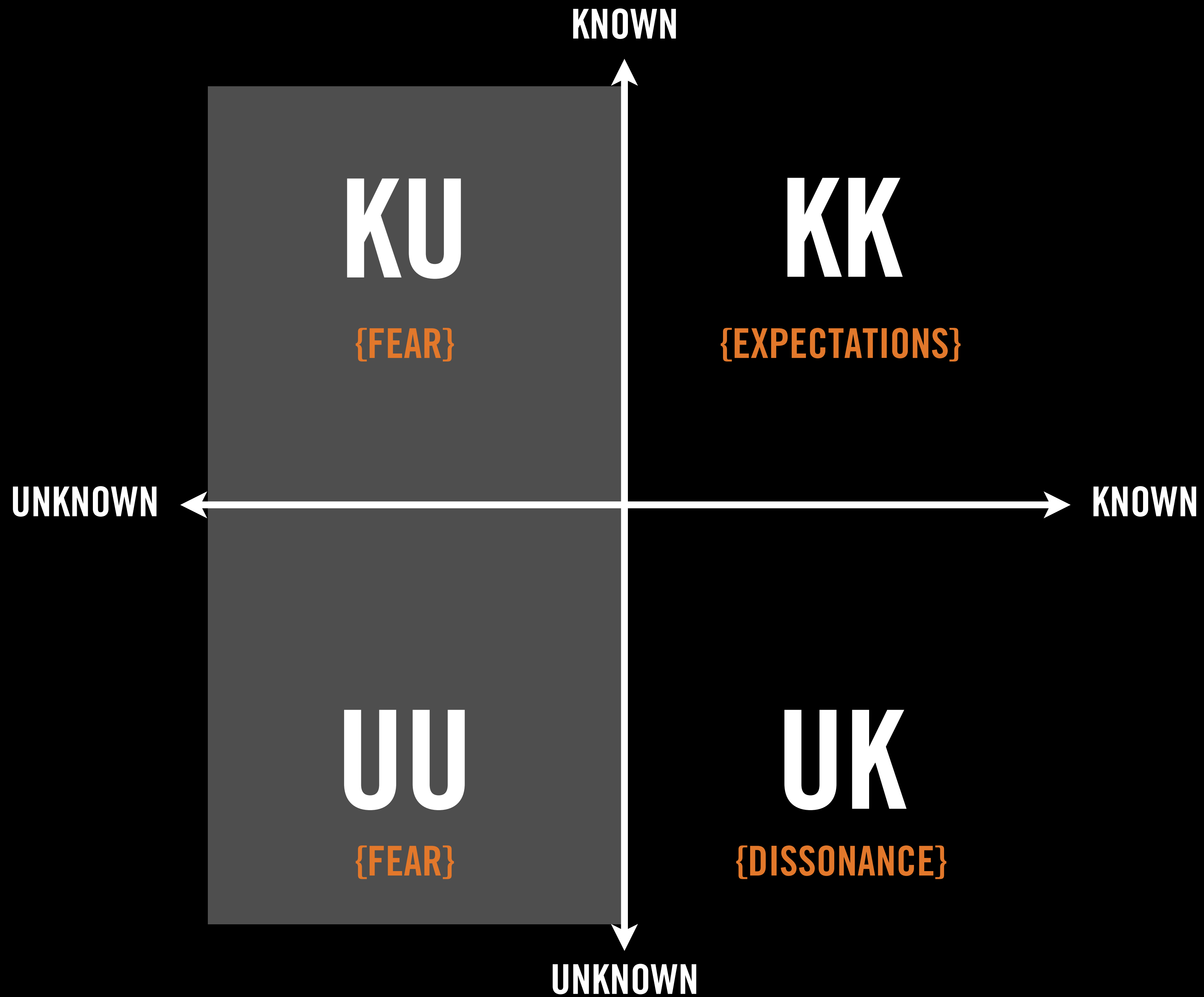


“ There are **KNOWN  
KNOWNS**. These are  
things we  
know that we know.  
There are **KNOWN  
UNKNOWN**s. That is to  
say, there are things  
that we know we  
don't know. But there  
are also **UNKNOWN  
UNKNOWN**s. There are  
things we don't know  
we don't know.”

**Donald Rumsfeld**









# RHYTHM

{5 elements}

**F**OCUS

**PiNG**

PiNG







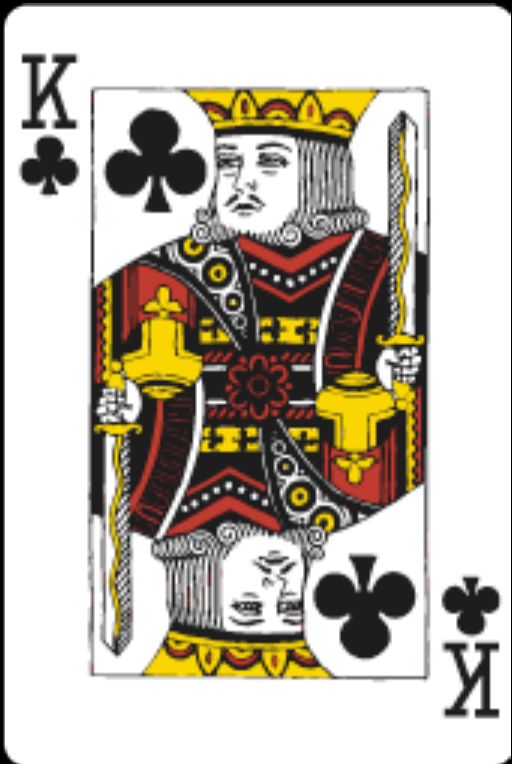
24,000

66.6

66.6







Define your  
**THROUGH-LINE**

THROUGH-LINE

Productive

**PASSION**

Productive

“What **OUTCOME** are  
we committed to?”

WE COMMITTED TO:

**DEFINE: CHALLENGES**

REFINE: THE “BIG 3”

# **R**ELATIONSHIPS



“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**

ΣΩΡΗΝ ΚΙΕΡΚΕΓΑΓΑΡ





**GUNS ON THE TABLE**

# The 5 ESSENTIALS

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





~~STEAMROLL~~

TEAM + INDIVIDUAL



# 1. The **CLARITY** Conversation

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





## 2. The **EXPECTATIONS** Conversation

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



### 3. The **FEAR** Conversation

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



## 4. The **ENGAGEMENT** Conversation

- What's your **ENERGY** level/enthusiasm?
- What's **INSPIRING** you?
- How do you **FEEL** about the work we're doing?
- 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**

**S**TIMULI



“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

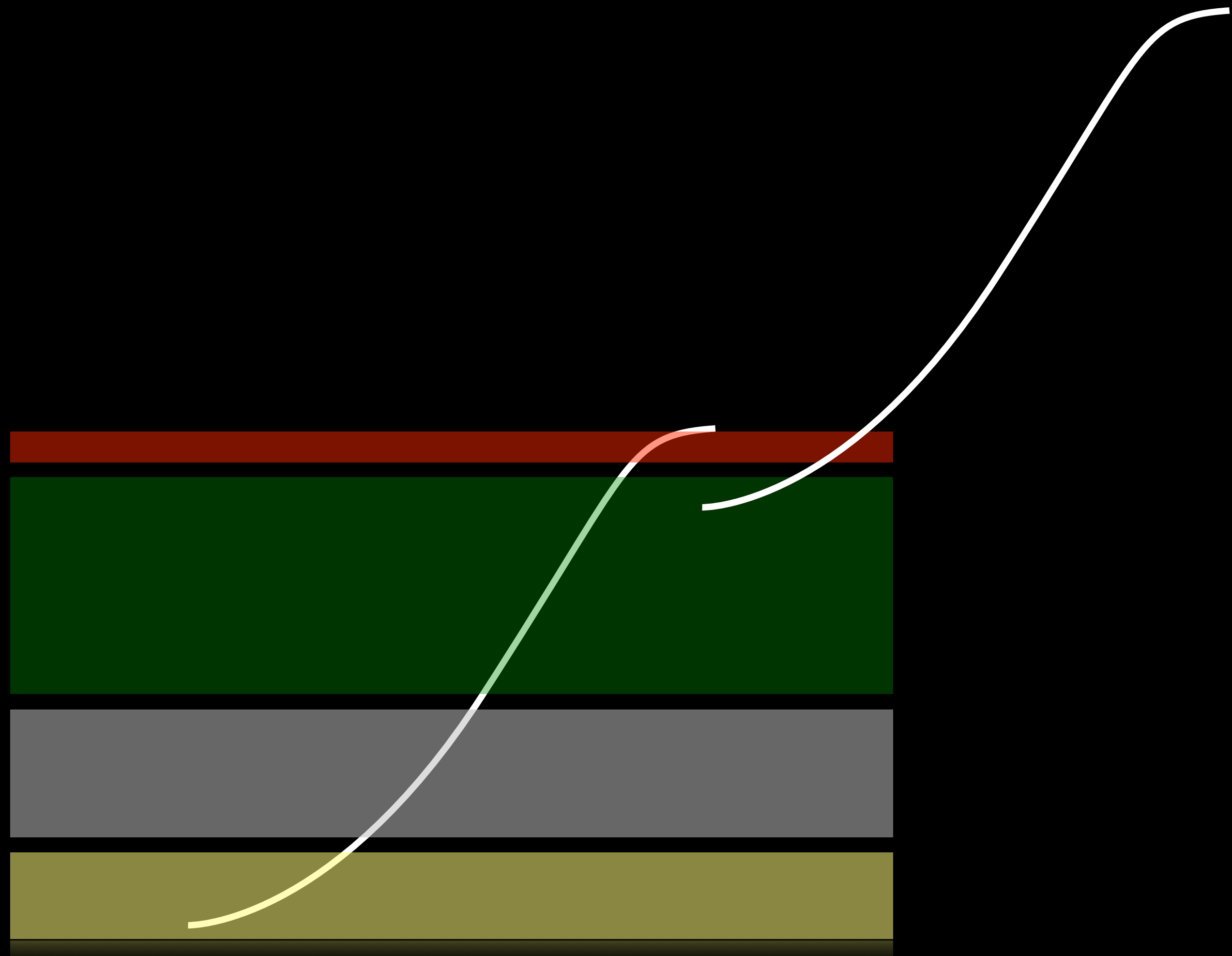


STIMULUS DIVE

**HOURS**

UNNECESSARY **CREATING**

**CRISIS**  
**DIVERGENCE**  
**EMULATION**  
**DISCOVERY**





IDEA TIME

# ASSUMPTIONS

ASSUMPTION: CAUSAL

ASSUMPTION: **NARRATIVE**

What are we assuming  
to be TRUE?



What are we assuming  
to be FALSE?

WHAT IF...?

**A**SPIRATIONS

**What is the ideal  
END STATE?**

END STATE?

What has to be TRUE?



**A**FFINITIES

**What is this LIKE?**

**What is inspiring YOU?**

**WHO** COULD....?

**A**TTRIBUTES



What is at the CORE?

Can we build a **MODEL**?

**A**SSUMPTIONS

**A**SPIRATIONS

**A**FFINITIES

**A**TTRIBUTES

**F**OCUS

**R**ELATIONSHIPS

**E**NERGY

**S**TIMULI

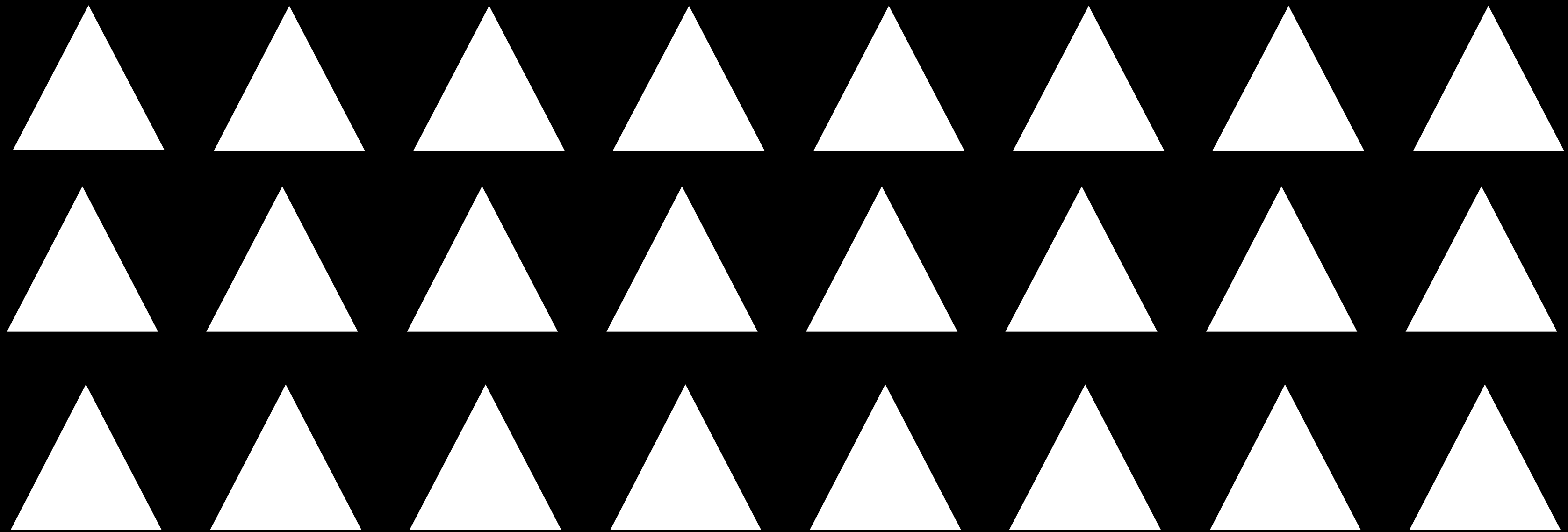
**H**OURS

Prolific  
**BRILLIANT**  
+healthy

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

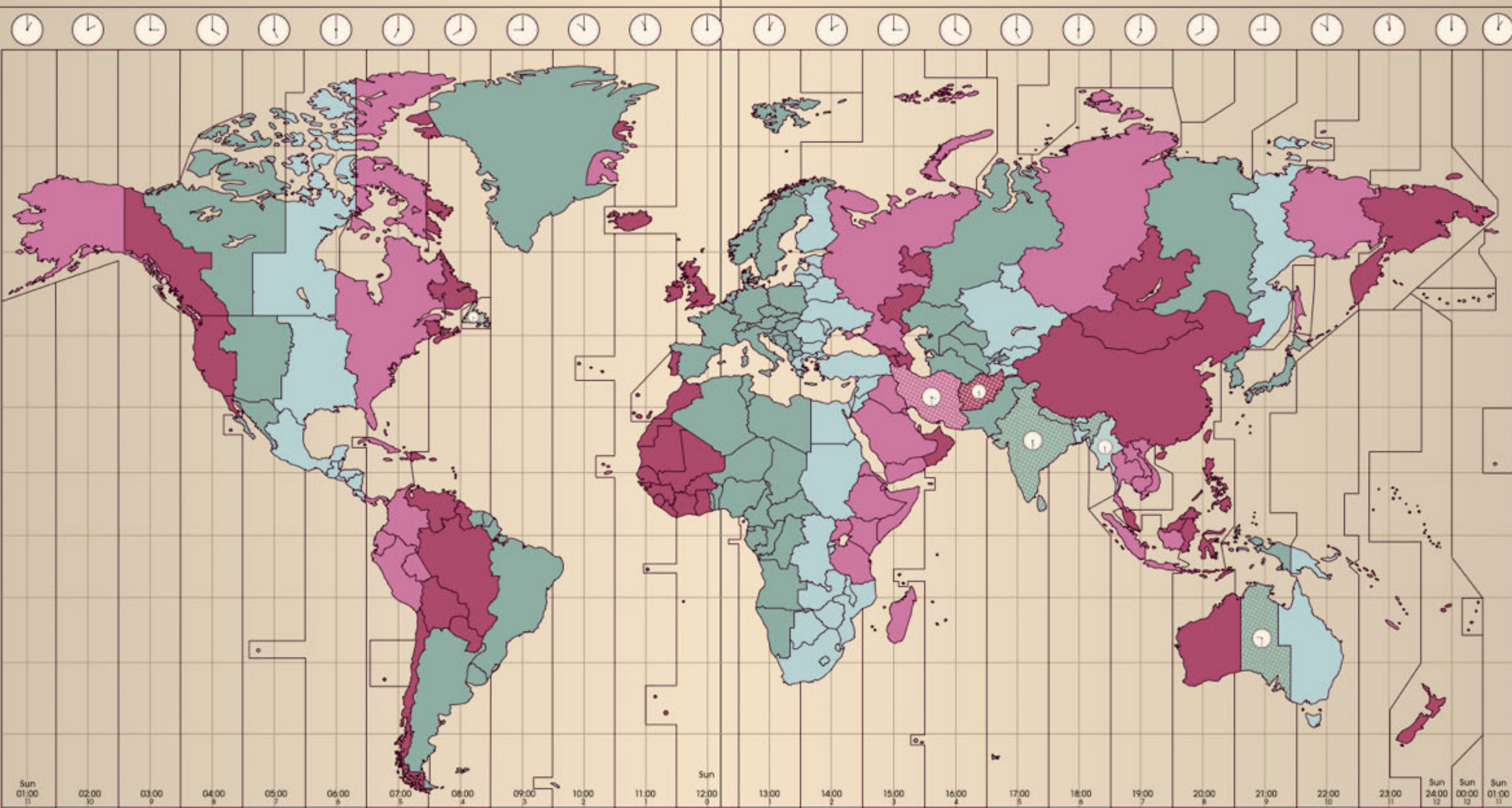
**DON'T CHANGE**

The World

THE WORLD



# STANDARD TIME ZONES OF THE WORLD





R.I.P



DIE **EMPTY**

TODDHENRY.COM

DIE EMPTY

Thank You!