

**THEY DON'T  
MAKE STATUES  
OF PEOPLE  
SITTING AT  
THEIR DESKS.**

**Great ideas rarely  
come from sitting  
at a desk, staring at  
a computer, sitting  
under lighting that  
conjures up the  
feeling of being in  
a morgue.**

**A young Isaac Newton was sitting under a tree when an apple hit him on the head and this triggered his “aha moment” about gravity.**

**That would not have happened at a desk.**

**It's my firm  
belief that  
offices are  
the coffins of  
creativity and  
thinking.**

**Want better  
ideas?**

**Then get  
out of the  
damn office.**

**Offices have been with us  
since the 18th century.**

**This is 2022 and times  
have changed, we now  
have supercomputers in  
our hands in the shape of  
a phone, so you can be  
anywhere and think and  
work and stay connected  
to others.**

**But all you need to  
think of better ideas  
is you, a notepad,  
and a pen.  
No electricity or  
internet connection  
is needed.**

**And you can do  
that thinking  
anywhere  
that inspires  
you.**



**Personally, my best  
thinking is done  
from 9 to 5,  
that's 9 pm to 5 am  
and with just a  
Moleskine and a  
pen. We all think  
differently.**

**I still have a little chuckle  
to myself when I hear  
a creative company  
asking their staff to  
“think outside the box”  
but then make them  
cram into a box (office)  
to do that thinking.**

**If one good thing can  
come out of this terrible  
pandemic we've been  
enduring it could be that  
finally, more will come  
to the realization that  
you can think outside the  
box (office) and do it  
quite well, from anywhere  
you choose.**

**These three letters  
WFH (Work From  
Home) have become a  
common sight during  
the past two years,  
moving forward  
I believe we should  
adopt three other  
letters...**

**WFA (Work From  
Anywhere). Find the  
places, spaces, or spots  
that inspire you and  
work from there.  
Think your way.  
Leaders who encourage  
this approach will be  
leading the future  
of work.**

**Ideas will come and  
find you wherever  
you are, you just  
have to be in the  
right state of mind  
to allow them in.  
You need to  
be happy.**

**You could be sitting on a swing attached to a tree with an ocean view in front of you when you come up with your next big idea, and that would make a more interesting statue than you sitting at a desk.**

“

**Instead of wondering  
when your next  
vacation is, you ought  
to set up a life you  
don't need to  
escape from.**

”

**Seth Godin**



**So, to quote a great  
line from 70s band  
Funkadelic - “Free your  
mind...and your ass  
will follow”.**

**Put that ass on a swing  
under a tree instead of  
on a chair in an office.**