AN INCOMPLETE MANIFESTO FOR GROWTH

1. Allow events to change you. You have to  be willing to grow. Growth is different from something that happens to you. You produce it. You live it. The prerequisites for growth: the openness to experience events and the willingness to be changed by them.
2. Forget about good. Good is a known quantity. Good is what we all agree on. Growth is not necessarily good. Growth is an exploration of unlit recesses that may or may not yield to our research. As long as you stick to good you’ll never have real growth.
3. Process is more important than outcome. When the outcome drives the process we will only ever go to where we’ve already been. If process drives outcome we may not know where we’re going, but we will know we want to be there.
4. Go deep. The deeper you go the more likely you will discover something of value.
5. Drift. Allow yourself to wander aimlessly. Explore adjacencies. Lack judgment. Postpone criticism.
6. Keep moving. The market and its operations have a tendency to reinforce success. Resist it. Allow failure and migration to be part of your practice.
7. Slow down. Desynchronize from standard time frames and surprising opportunities may present themselves.
8. Collaborate. The space between people working together is filled with conflict, friction, strife, exhilaration, delight, and vast creative potential.
9. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Intentionally left blank. Allow space for the ideas you haven’t had yet, and for the ideas of others.
10. Repeat yourself. If you like it, do it again. If you don’t like it, do it again.
11. Stand on someone’s shoulders. You can travel farther carried on the accomplishments of those who came before you. And the view is so much better.
12. Don’t clean your desk. You might find something in the morning that you can’t see tonight.
13. Make new words. Expand the lexicon. The new conditions demand a new way of thinking. The thinking demands new forms of expression. The expression generates new conditions.
14. Imitate. Don’t be shy about it. Try to get as close as you can. You’ll never get all the way, and the separation might be truly remarkable. We have only to look to Richard Hamilton and his version of Marcel Duchamp’s large glass to see how rich, discredited, and underused imitation is as a technique.
15. Break it, stretch it, bend it, crush it, crack it, fold it.