

Clarity
of
purpose

Knowable
obstacles
that can be
overcome

Time
outdoors

take
walks in
nature 😊

The right level
of
independence

Flexible
time
structure

supportive
community

Confidence
that new
ideas will be
embraced

Active
participation in
shaping and
maintaining
culture

No unrelated /
frustrating
friction —
optimize for
flow state

Different people
have different
needs — how can
we do all of them
justice? Or
approximate that.

For
creativity,
time *away*
from focus

deliberately
design
workplace for
relatedness

balance personal
needs with
business needs
(sometimes
business needs
rote tasks)

know not only
that it's OK to fail,
but also that my
peers will have my
back

talk to each
other (sounds
obvious, but
...)



Copy the Stars!

Caring
about
people

Clarity
of
purpose

Creativity is an
investment in
long-term
business
success

Freedom
to fail

know not only
that it's OK to fail,
but also that my
peers will have my
back

For
creativity,
time *away*
from focus

How to promote
and recognize
sustainable
excellence as a
principle in play

Creating an
environment
where out-of-
the-box ideas
are embraced

celebrate
being done
with
something! 🎉

Economic
freedom
supports
creativity

Emphasize
quantity of
experiments
over MVPs

Create
thinking time
away from
distractions

How can we use
AI and biosignals
to intervene and
help developers
to take more
positive actions

Mental health
gets personal real
quick — how to
draw healthy
boundaries?

Limit hours
per day,
require taking
time off

Flexible
time
structure

Sabbaticals