

Nuggets to Remember

- 1. Say yes to everything.** Any opportunity is an adventure that could be more important than you realise. You can say no later, but you can only say yes when asked.
- 2. Nothing is beneath you.** Everything is worth doing and everyone is worth listening to. Don't let your ego shut doors in your face.
- 3. Be present .** Every second costs a breath so make it count – you paid for it.
- 4. Fall.** Nobody is watching and nobody cares.
- 5. Relinquish control.** Know when you need other people and trust them to do their job.
- 6. Leave a sweet aftertaste.** People forget what you've said and done, but they remember how you made them feel.
- 7. Strip.** Take away all the excess and leave the bare bones. Excess is cost and waste.
- 8. Demand.** Ask and it shall be given if deserved.
- 9. Choose function over form.** Ideally, choose both but, realistically, you'll have to prioritise.
- 10. Go big to small.** Sketch out the bigger picture first before shading the details. Going the other way restricts your vision and flexibility, leaving you stuck with a bad picture.
- 11. Stand for something.** Your actions should have a point. If you're talking, say something. Otherwise, you're not contributing to society; you're just wasting everyone's time.
- 12. Reflect in past tense.** Pretend you're on a talk show a decade from now and ask yourself if you regret today's actions. Let fake hindsight give you emotional detachment and objectivity.

13. Ask “why” five times. If you don’t have an answer for each level, your idea is unneeded or your user is undefined.

14. Bounce your idea. Ideas are cheap so don’t be afraid to bounce them off as many walls as possible. The more feedback/bounces, the more defined and toughened the idea/ball.

15. Predict your own trends. If you hear it everywhere, you’ve already missed the bus.

16. Break your baby. Test the limits of your work/belief and don’t get too attached.

17. Measure success in happiness – both yours and your users’.

18. Change before you have to.

19. Don’t wait. The things worth having don’t wait for anyone.

20. Embrace constraints. You can’t think outside of the box if there is no box.

21. Live, don’t survive. Let your passion dictate your life, not your life dictate your “passion”.

22. Relax. Even the adults don’t know what they’re doing.

23. Meditate. Meditation helps to clear the mind and make better, clearer, precise, logical and empathetic decisions