

Tucker
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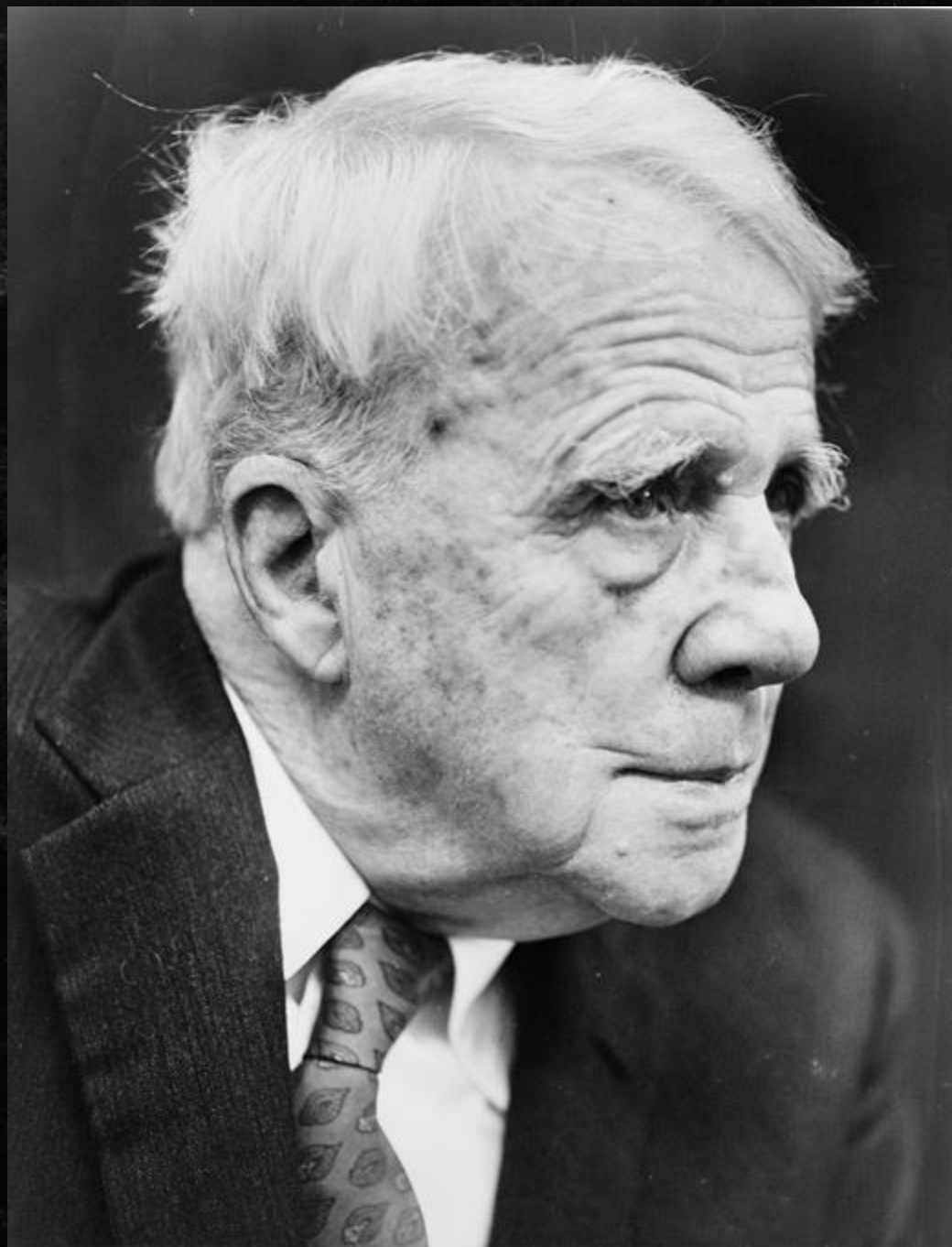


**WE TREAT INNOVATION LIKE A
FIRE EXTINGUISHER**

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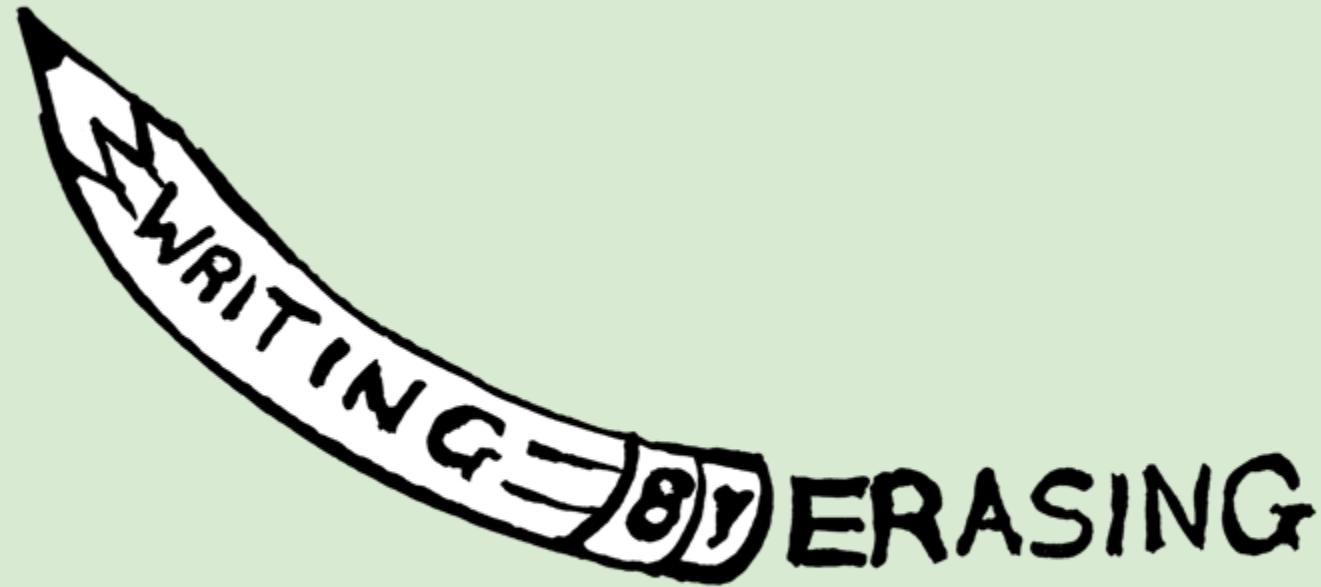
**INSTEAD OF USING IT TO
FIREPROOF THE HOUSE**

**WHEN OUR GOALS SHIFT
FROM EXCELLENCE TO EXPLORATION
WE OFTEN FIND BOTH.**



***“What but design of
darkness to appall?—
If design govern in a thing
so small”***

WRITE BY ERASING



1

Dear Anshu,

1

Dear Anshu,

I have become grateful for the absence of discomfort.

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Dear Anshu,

I have become grateful for the absence of discomfort. This stuff takes the sound of an anxious heartbeat and puts it on mute.

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Dear Anshu,

I have become grateful for the absence of discomfort. This stuff takes the sound of an anxious heartbeat and puts it on mute. It's an escape from loneliness through a cozy little hole I can burrow into all by myself and I can't stop digging this feeling.

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Dear Anshu,

I have become grateful for the absence of discomfort. This stuff takes the sound of an anxious heartbeat and puts it on mute. It's an escape from loneliness through a cozy little hole I can burrow into all by myself and I can't stop digging this feeling. I like to think these pills look like little blue moons because they eclipse whatever you are trying to soothe.

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2

Dear Anshu,

I have become absence the
sound of a heartbeat on mute. I escape
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 other days I know I already have But
there's something about walking feet in the ground
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never really alive and feeling so superhuman. I
wonder if I'm human at all



To Write By Erasing

**is to make room for new
breakthroughs.**

ERASURE AUDIT

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1. Pick an area of your work that you have some influence over.

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ERASURE AUDIT

1. **Pick an area of your work that you have some influence over.**
2. **Make a list of as many of its features as you can think of.**
3. **For each feature, ask yourself: is this feature essential?**
4. **Pick a feature you've identified as essential. Figure out how you'd make do if it were removed.**

AIM FOR THE TRASH CAN



WRITER'S BLOCK IS NOT A LACK OF IDEAS
BUT A FEAR THAT OUR IDEAS WON'T SUCCEED



**A bad idea
is just a good idea
that hasn't found an editor.**

NEVER DRAFT AND EDIT A NEW IDEA AT THE SAME TIME

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TRY THE THING THAT PROBABLY WON'T WORK

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AIM TO BE WRONG IN THE RIGHT DIRECTION

BAD IDEAS BRAINSTORM

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Identify one work-related challenge and come up with as many bad, counterproductive ways to address it as possible.

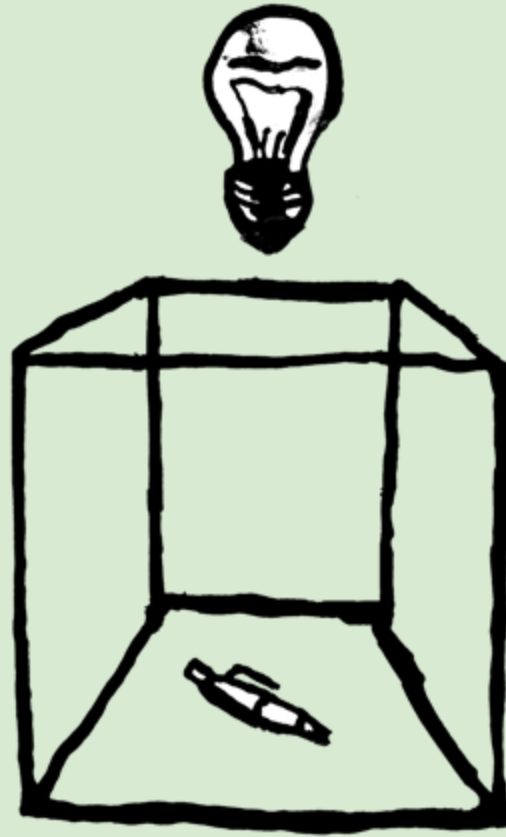
BAD IDEAS BRAINSTORM

Identify one work-related challenge and come up with as many bad, counterproductive ways to address it as possible.

Ask yourself what makes your ideas bad and use that insight to “save” or improve the idea..

**SELLING YOUR EARTHLY
POSSESSIONS AND MOVING
INTO AN ARTIST COMMUNE IN
BROOKLYN**

THINK INSIDE THE BOX



RESOURCE DOWNLOAD



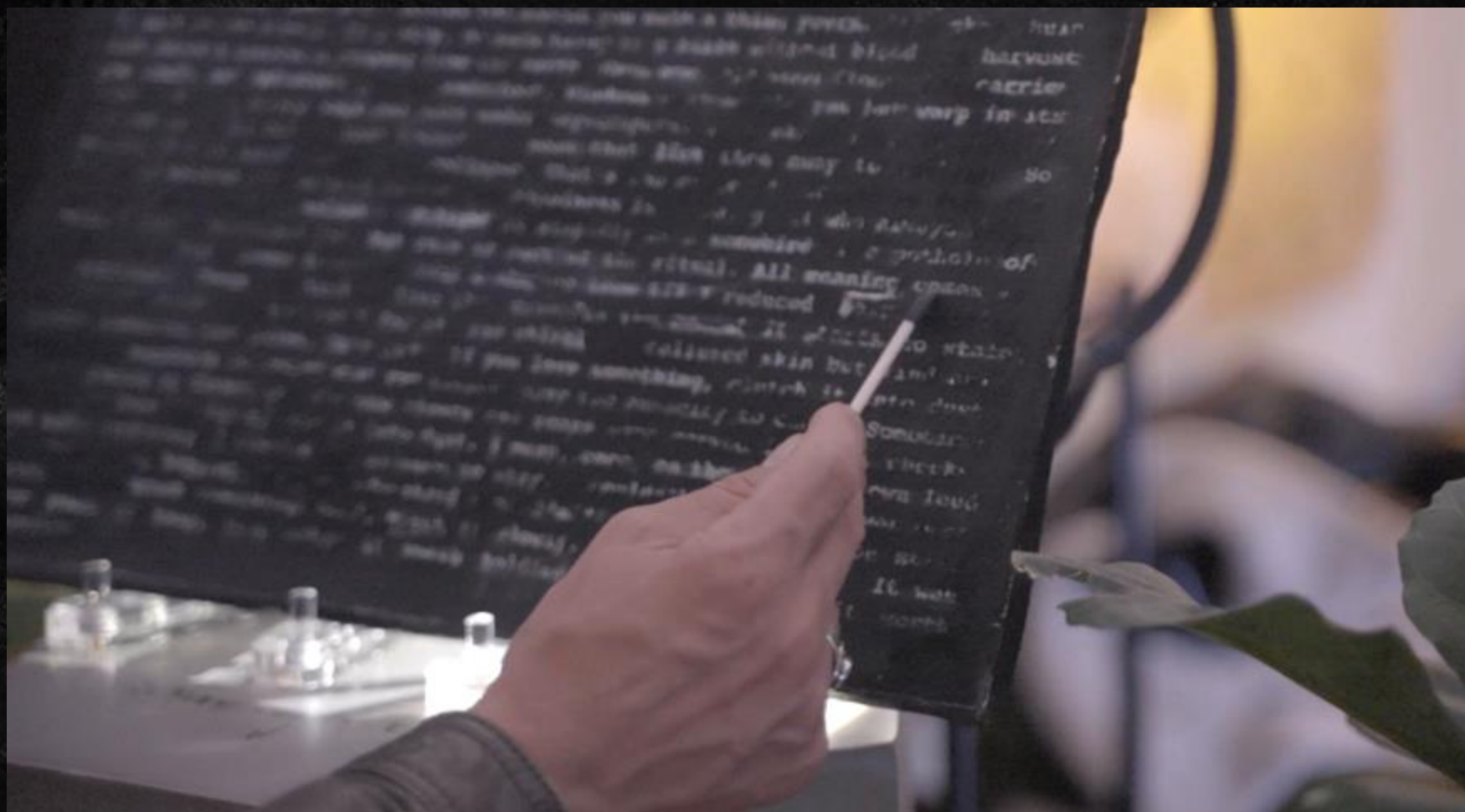
THINKING OUTSIDE THE BOX

≠

CREATIVITY







This is the part you have to create, which means it's the part where you have to wreck something. See? Decay begins the moment you make a thing yours. It's okay. Ruin is part of the ritual. It's okay. No such thing as a birth without blood, no harvest that doesn't involve a ripping from the earth. Even now, the wood floor that carries you scuffs and splinters quietly underfoot. Windows welcome the sun but warp in its warmth, San Francisco says and sobs under skyscrapers. It's okay. Ruin is part of the ritual. Even cliffs lean toward the seas that lick them away to nothing. So willing that it barely looks like collapse. That's the grace I'm searching for. I'm trying to welcome glee without caring that happiness is a houseguest who always keeps his coat on. I want to splash in delight as stupidly as a songbird in a gothole of rain. I want a stainless joy. But ruin is part of the ritual. All meaning comes at a cost. As a kid I loved trains so much I studied them till I reduced their velocity to vocabulary. There's a kind of love that crumbles the moment it starts to stale and for the first time you reach for it. You chisel its callused skin but find only debris powdering your palms. It's okay. If you love something, clutch it into dust. There is a sweetness in losing what you risked: give the audacity to claim. Sometimes I fear facing my father and the new rivers the years have carved into his cheeks. But if you love something, love it into dust. I mean, once, on the eve of my own loud and awful reckoning, I pleaded for silence to stay. I couldn't hear its answer over the sound of my begging. Do you understand what I'm trying to say? Are you still afraid you'll wreck something? Good. Wreck it slowly. Wreck it recklessly. It was never yours to keep. That makes it worth holding onto. That makes it worth destroying.

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Decay begins the moment you make a thing yours. It's okay. It's okay. No such thing as a birth without blood or a ripping from the earth. Even now, the wood floor creaks quietly underfoot. Windows welcome the sun and the rain and the wind and the snow and the tears and the sobs and the sighs and the sobbing. It's okay. The cliffs lean toward the sea and the sea leans toward the cliffs. The sea looks like collapse. That's the grace I'm seeking. I'm seeking happiness without caring that happiness is a houseguest who leaves no splash or delight or memory as rapidly as a songbird in flight. **But ruin is part of the ritual.** All men love trains so much I studied them til I reduced them to a kind of love that crumbles the moment it starts to time—you reach for it. You chisel its callused skin from your palms. It's okay. If you love something, cherish it. In loving what you finally have the audacity to cherish and the new rivers the years have carved into something, love it into dust. I mean, once, on the eve of my death, I pleaded for silence to stay. I couldn't hear it begging. Do you understand what I'm trying to say? I



MAKE A GRILLED CHEESE SANDWICH

MAKE A GRILLED CHEESE SANDWICH

BUILD A BOX INSIDE THE BOX

MAKE A GRILLED CHEESE SANDWICH

BUILD A BOX INSIDE THE BOX

PASS THE PEN

FLIGHT ROULETTE

🔥 🔥 🔥 FLIGHT ROULETTE 🔥 🔥 🔥



🔥🔥🔥 FLIGHT ROULETTE 🔥🔥🔥

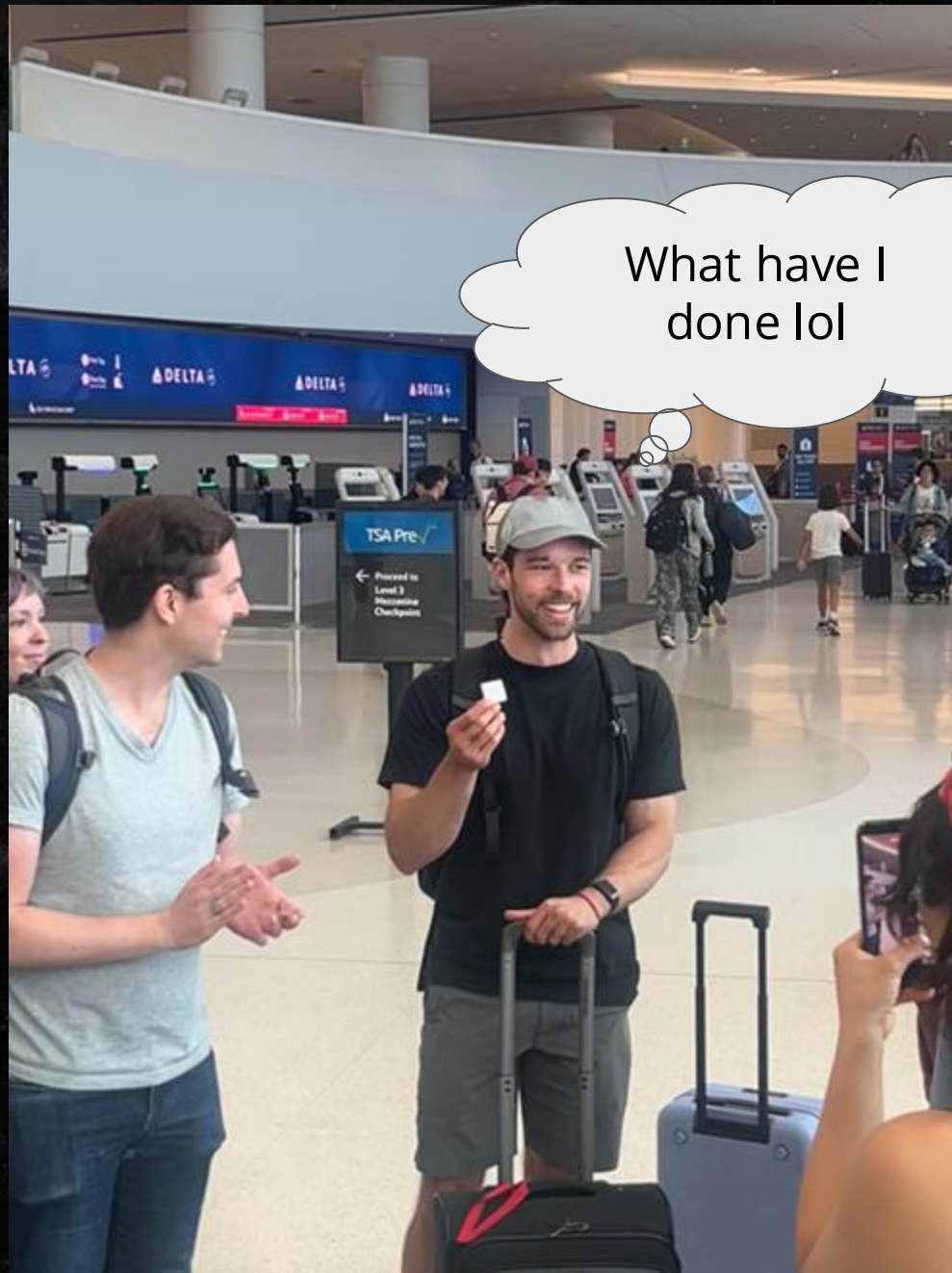


🔥🔥🔥 FLIGHT ROULETTE 🔥🔥🔥











When routine drags like a run-on sentence
let the best-laid plans
stutter.

Each day some untamed thought
nudges you toward unlikely horizons.
Let it.

Bring the world you leave behind
and we will cheer you on.
There is fortune in saying yes
before you know where yes will take you.



Unlock 3



WILLINGNESS

Unlock 1

**The
Willingness
to Change**



IMAGINATION

Unlock 2

**Flip the
Perception**



EMPATHY

Unlock 3

**Erase the
Barriers**



COURAGEOUS
ACTION

Unlock 4

**Trade-off
Choices**



Erase the Barriers

1

Think about the people on the other side of your questions.

INTERNAL

Marketing Teams, Frontline Employees, Franchisees, etc.

EXTERNAL

Consumers, Customers, Communities, etc.

2

In groups, pick a bold question(s). What's the barrier that stands in the way of answering it? Use your white board to fill in the blank.

We will ERASE

SILOED DECISION MAKING & PERFECTIONISM

to unlock SPEED, MOMENTUM, AND ALIGNMENT

The barriers we erase for others are where bold change begins to take shape.



WILLINGNESS

Unlock 1

The
Willingness
to Change



IMAGINATION

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Flip the
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COURAGEOUS
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Trade-off
Choices

Joel- cue TS background