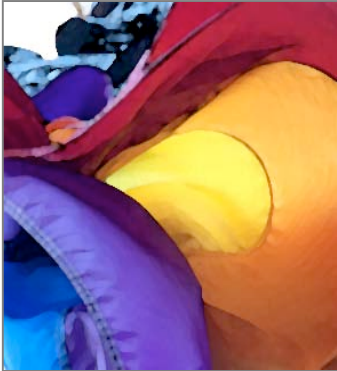


Creativity...Screwing up the Status Quo



1. Ask the right questions

"The important and difficult job is never to find the right answer, it is to find the right question" — Peter Drucker

2. Act like an anthropologist — practice direct observation

"You can observe a lot just by watching" — Yogi Berra

3. Embrace your constraints

"Creativity loves constraint" — Google principle #9

4. Connect the ideas

"Creativity is connecting things" — Steve Jobs

5. Just try it! — Experiment...tinker...intellectual, physical, design

"All life is an experiment, the more experiments you make, the better" — Ralph Waldo Emerson

6. Network — Network — Network

*"To create great results, create a great Network of Advantage"
— Dan Beam*