

HOW TO CLEAN OUT YOUR DESK

YOU'RE FIRED.

EFFECTIVE IMMEDIATELY.

Shit. So what now?

Take stock. You're actually in a pretty good spot. You can do anything.

Really. Anything.
So what will you do?

YOU ARE INVITED TO WORK AT A NEW COMPANY.

From the outside, it looks a lot like where you work today. Same name, same logo, same people.

But that's where the similarity ends.

At this new place, we have a new way of working.

We give creativity its due.

We collaborate better, we encourage courage, and we put our whole selves into our work. Or fail heroically in the attempt.

BUT.

If you believe that consensus equals collaboration, that leaps of faith have no place in your business, and that some things just aren't in your job description...

We wish you good luck in your search.

**SO THINK ABOUT IT.
SERIOUSLY, THINK ABOUT IT.**

If you really want to make big change, you need to get fucking serious about new ways of thinking and working and doing.

Here's how to start right now:

BECOME AWARE OF NO

Idea generation is a different exercise than idea selection. So when new ideas come up, don't judge them just yet. Let them be, no matter how retarded you think they are. But if you simply cannot stop yourself, if the urge to reject them outright is stronger than the potential of an untested idea, you'd better contribute another one to take its place.

BECOME AWARE OF YES

Don't say yes when no is required. When you're choosing ideas, it's sometimes easier to agree with the group than to push for an unpopular idea. This kind of laziness helps no one. So if your group begins to settle around an idea you don't believe in, have the courage to say no, because it's your job to say what you really think.

GO OUTSIDE

It's no secret that we need new experience to come up with new ideas. You can't continue to be brilliant if you stare at the same walls every day. To get new perspective, get your ass out of that chair, and invest an hour in a change of scenery—it will save you countless hours scanning those old walls for ideas that aren't there.

EXPAND YOUR TOOLBOX

The more you depend on a tool, the less it does for you. So let go of the mouse and pick up a pencil. And when the pencil loses its point, stop drawing and make a collage. Or even better, abandon your toolbox completely, and invent a new tool. Because sometimes a new tool is what it takes to do the job right.

INCLUDE EVERYBODY

It's easy to do decent work with an agreeable group. The problem is that you are not in the business of doing merely decent work. You do kick-ass work, and kicking ass requires you to include the people who make doing the work harder. Because they will also make it better. So find them, and make sure they have a say.

LEARN EVERY DAY

If your professional development happens only when there isn't any other work to do, you're not going to get any better at your work. So make the time to teach yourself something new. No doubt it's a tough thing to do when there's a deadline approaching, but new perspectives are the key to great work. And great work should matter more than any deadline.

INVEST IN FAILURE

Some lessons can only be learned the hard way, and failure is often the best teacher. You are in the business of creativity, which means it's your job to experiment and try things that have never been tried before. If an experiment fails, it's a good lesson and a step toward the right answer. And if it works, it'll do more than anyone could have expected. So make failure a regular part of your day.

TAKE ACTION

If you think something needs to be done to make your work, your culture, or your job better, do it. Don't wait to be told. It's pretty likely that lots of people in your company would be psyched that somebody's finally doing something. In fact, your bosses probably would be too. So go ahead and do the thing that needs to be done. It's your company, and it will be what you make it.

**SO. HOW DOES IT FEEL TO BE
YOUR OWN BOSS?**