

## **rework-argument(s)**

### **rework(s) – argument(s) / draw a line in the sand**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... as you get going, keep in mind why you're doing what you are doing.

great (businesses) have a **point of view**, not just a product or a service.

... when you don't know what you believe, everything becomes an argument. Everything is debatable.

but when you stand for something, decisions are obvious.

rework / cycle(s)

## **rework-attention(s)**

### **rework(s) – attention(s) / press releases are spam**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... an avalanche of hyperbolic headlines and fake quotes ... everything is labeled sensational, revolutionary, groundbreaking, and amazing. It's numbing.

if you want to get somebody's attention, it's silly to do exactly the same thing as everyone else.

... you need to stand out!

rework / cycle(s)

## **rework-attitude(s)**

### **rework(s) – attitude(s) / go to sleep**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... foregoing sleep is a bad idea.

sure you get those extra hours, right now, but you pay in spades later: you destroy your creativity, morale and attitude.

... don't make it a habit.

you'll become: stubborn, irritable, ..

rework / cycle(s)

## **rework-build(s)**

### **rework(s) – build(s) / better a half product than a half-assed product**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... you just can't do *everything* you want to do, and do it well.

so sacrifice some of your darlings for the greater good.

... you're better off with kick-ass half, than half-assed whole.

rework / cycle(s)

## **rework-business(s)**

### **rework(s) – business / drug dealers get it right**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... drug dealers are astute business people. They know their product is so good they're willing to give a little away for free upfront. They know you'll be back for more with money.

emulate drug dealers, and make your product or service so good that it's addictive ...

rework / cycle(s)

## **rework-challenge(s)**

### **rework(s) – challenge(s) / strangers at a cocktail party**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... there are always new faces around, so everyone is unfailingly polite. Everyone tries to avoid any conflict or drama.

no one says *this idea sucks*.

rework / cycle(s)

## **rework-competitor(s)**

### **rework(s) – competitor(s) / focus on you instead of they**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... worrying about the competition quickly turns into an obsession.

focus on yourself instead.

... the competitive landscape changes all the time. It's out of your control.

what's the point of worrying about things you can't control?

rework / cycle(s)

## **rework-content(s)**

### **rework(s) – content(s)**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

meetings are toxic          ASAP is poison

underdo the competition

pick a fight          planning is guessing

inspiration is perishable

rework / speak(s) / blog(s) / cycle(s)

## **rework-culture(s)**

### **rework(s) – culture(s) / you don't create a cultute**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... instant cultures are artificial cultures.

they are big bangs made of mission statements, declarations and rules.

they are obvious, ugly and plastic.

rework / cycle(s)

## **rework-deadline(s)**

### **rework(s) – deadline(s) / launch now**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... when you impose a deadline, you gain clarity.

it's the best way to get to that gut instinct that tells you: *we don't need this*.

rework / cycle(s)

## **rework-decision(s)**

### **rework(s) – decision(s) / making the call is making progress**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... whenever you can swap *let's think about it* for *let's decide on it*.

commit to making decisions. Don't wait for the perfect solution. Decide and move forward.

... decisions are progress.

rework / cycle(s)

## **rework-detail(s)**

### **rework(s) – detail(s) / ignore the details early on**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... you often can't recognize the details that matter most until *after* you start building. That's when you see what needs more attention. You feel what's missing.

and that is when you have to pay attention, not sooner.

rework / cycle(s)

## **rework-document(s)**

### **rework(s) – document(s) / illusions of agreement**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... the problem with abstractions (like reports and documents) is that they create illusions of agreement.

get the chisel out and start making something real. Everything else is just a distraction.

rework / cycle(s)

## **rework-enemy(s)**

### **rework(s) – enemy(s) / pick a fight**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... having an enemy gives you a great story to tell (customers).

taking a stand always stands out.

... passions are ignited, and that's a good way to get people take notice.

rework / cycle(s)

## **rework-environment(s)**

### **rework(s) – environment(s) / skip the rock stars**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... think about the room instead.

we're all capable of bad, average and great work.

... the environment has a lot more to do with great work than most people realize.

rework / cycle(s)

## **rework-failure(s)**

### **rework(s) – failure(s) / learning from mistakes is overrated**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... people advice *fail early, and fail often*

with so much failure in the air, you can't help but breathe it in.

don't inhale!

... contrast this with learning from successes.

Success gives you real ammunition!

rework / cycle(s)

## **rework-formula(s)**

### **rework(s) – formula(s) / don't copy**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... maybe it because of the copy-and-paste world we live in today. You can steal someone's words, images or code instantaneously.

that's a formula for failure though.

... the problem with this sort of copying is it skips your understanding – and understanding is how you grow.

rework / cycle(s)

## **rework-idea(s)**

### **rework(s) – idea(s) / say no by default**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... start getting into the habit of saying no – even to your best ideas.

use the power of no to get your priorities straight.

... you rarely regret saying no, but you often wind up regretting saying yes.

rework / cycle(s)

## **rework-job(s)**

### **rework(s) – job(s) / years of irrelevance**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... there's surprising little difference between a (candidate) with six months of experience and one with six years.

the real difference comes from the individual's dedication. personality and intelligence.

rework / cycle(s)

## **rework-list(s)**

### **rework(s) – list(s) / long lists don't get done**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... start making smaller todo-lists.

long lists collect dust. When's the last time you finished a long list of things?

... long lists are guilt trips.

the longer the list of unfinished items, the worse you feel about it, and at some point you stop looking at it because it makes you feel bad.

rework / cycle(s)

## **rework-message(s)**

### **rework(s) – message(s) / hire great writers**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... clear writing is a sign of clear thinking.

great writers know how to communicate. They can put themselves in somebody else's shoes.

... writing is making a comeback all over our society.

look at how much people email and text-message now rather than talk on the (i)phone.

rework / cycle(s)

## **rework-plan(s)**

### **rework(s) – plan(s) / planning is guessing**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... unless you're a fortune teller long term business planning is a fantasy. There are just too many factors out of your hands ...

writing a plan makes you feel in control of things you can't actually control.

... working without a plan may seem scary, but blindly following a plan that has no relationship with reality is even scarier.

rework / cycle(s)

## **rework-product(s)**

### **rework(s) – product(s) / scratch your own itch**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

the easiest most straightforward way to create a great product or service, is to make something *you* want to use.

... there was no need for focus groups, market studies, or middleman. We just scratched our own itch.

when you solve your own problems, the light comes on.

You know exactly what the right answer is.

rework / cycle(s)

## **rework-rumor(s)**

### **rework(s) – rumor(s) / own your bad news**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... when smething is going wrong, someone is going to tell the story.

you'll be better off if its you.

otherwise, you create an opportunity for rumors, hearsay and false information.

rework / cycle(s)

## **rework-show(s)**

### **rework(s) – show(s) / nobody likes plastic flowers**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... there is beauty to imperfection.

it's also about simplicity. You strip things down, and then use what you have.

... pare down to the essence, but don't remove the poetry

... keep things clean but don't sterilize

when something becomes too polished it loses its soul. It becomes robotic.

rework / cycle(s)

## **rework-success(s)**

### **rework(s) – success / the myth of overnight sensation**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... you know those overnight success stories you've heard about? It's not the whole story. Dig deeper and ...

you will usually find people who have busted their asses for years to get into a position where things could take off.

... trade the dream of overnight success for slow measured growth (and learning).

rework / cycle(s)

## **rework-team(s)**

### **rework(s) – team(s) / everybody works**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... with a samll team, you need people who are going to do work, not delegate work.

everyone's got to be productive.

... no one can be above the work.

rework / cycle(s)

## **rework-time(s)**

### **rework(s) – time(s) / no time is no excuse**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... the most common excuse people give: *there's not enough time*.

come on, there is always enough time if you spend ot right!

... don't let yourself of the hook with excuses.

It's entirely your responsibility to make your dreams come true.

... besides, the *perfect* time never arrives ...

rework / cycle(s)

## **rework-tool(s)**

### **rework(s) – tool(s) / tone is in your fingers**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... it's tempting for people to obsess over tools instead of what they're going to do with these tools.

you know the type: designers who use an avalanche of funky typefaces, amateur photographers who want to debate film versus digital ...

... the content is what matters.

you can spend tons on fancy equipment, but if you've got nothing to say ..., well, you've got nothing to say.

rework / cycle(s)

## **rework-world(s)**

### **rework(s) – world(s) / ignore the real world**

/ creative(s) / work(s) / require(s) / digital(s) / attitude(s)

...

... the real world seems like an awfully depressive place to live.

it's a place where new ideas, unfamiliar approaches, and foreign concepts *always* lose.

... the only things that win are what people already know and do, even if those things are flawed and inefficient.

... the real world is not a place, it is an excuse.

rework / cycle(s)