



**"PRACTICE ISN'T THE THING YOU DO ONCE YOU'RE GOOD.
IT'S THE THING YOU DO THAT MAKES YOU GOOD."**

— MALCOLM GLADWELL, OUTLIERS: THE STORY OF SUCCESS

1. GET CLEAR ABOUT THE THING YOU WANT NOW.
WHAT DOES YOUR GUT TELL YOU?
WHAT MAKES YOUR HEART SING?
2. ASK YOUR BRAIN AND YOUR HEART WHAT MIGHT WORK?
WRITE DOWN (OR DRAW) EVERYTHING THAT COMES UP.
3. STOP THINKING. RETREAT. SIT WITH THINGS FOR A WHILE WITHOUT TRYING
TO SOLVE ANYTHING. LET YOUR RIGHT BRAIN DO ITS WORK. COMPLICATED
FEELINGS WILL COME UP.
PRACTICE SELF-COMPASSION WITH EVERY STEP
4. THE FLOW OF SEEDBOPS IS EMERGING.
START WITH EVALUATING WHAT YOU LIKE.
WHAT COULD WORK? WHAT MIGHT GET YOU WHERE YOU WANT TO GO? WHAT
MAKES YOUR HEART SING?
5. GET CURIOUS: WANDER ABOUT IN A WORLD YOU DON'T KNOW.
LOOK AT THINGS LIKE YOU ARE SEEING THEM FOR THE FIRST TIME. TALK TO
PEOPLE YOU DON'T KNOW. ASK QUESTIONS.
USE YOUR BEGINNER'S MIND.
6. TAKE YOURSELF SERIOUSLY. BELIEVE IN YOURSELF.
EXPLORE OTHER IDEAS SIMILAR TO YOURS. RESEARCH.
STASH MATERIALS. LEARN NEW SKILLS. NOURISH YOUR EXPERTISE. NEW
SEEDBOPS WILL BREAK THROUGH.
PAY ATTENTION. HONE YOUR IDEAS.
7. HERE IS WHERE THE REAL WORK STARTS. PICK THE MOST EXCITING
SEEDBOP. LISTEN TO YOUR HEART AND GUT. APPROACH THIS IDEA IN AS
MANY WAYS AS YOU CAN. PLAY WITH SOLUTIONS. NO JUDGMENT.
8. NOW BEGIN. IT'S TIME TO MAKE THINGS REAL.
PERSIST THROUGH UNCERTAINTY, CONFUSION, AND OVERWHELM.
IT TAKES AS MUCH TIME AS IT TAKES. DON'T GIVE UP. EMBRACE FLEXIBILITY
AND ADAPTATION AND KEEP TRYING NEW THINGS.
9. KEEP WORKING UNTIL THE RIGHT THING, REVEALS ITSELF.
TRUST THAT YOU'LL KNOW IN YOUR GUT WHEN YOU'VE ARRIVED.
THEN WORK TO BRING YOUR BRILLIANT SOLUTION
INTO EXISTENCE. MAKE IT REAL!
SHARE IT WITH OTHERS, YOU'LL CHANGE THEIR WORLD.

