

ANOTHER
LIMITED
REBELLION presents

The Big Seven™

Strategies to make you a more creative leader.

This booklet introduces you to seven surprising, counterintuitive principles that will help you become a consistently creative leader. We hope this primer will provide you with fresh perspectives on the challenges you are facing right now. If you employ The Big Seven regularly in your work, you will create a fertile ground where ideas can be planted and innovations grow.

The Big Seven™

Dream Small

Let Go of Perfection

Embrace Limitations

Cultivate The Unexpected

Expand Your Defaults

You Can't Do It Alone

Inspiration Is Everywhere



Dream Small

Having big dreams is a wonderful way to find purpose in your work and change the world. However, **Big Ideas and Big Goals can be daunting – or worse, completely paralyzing.** That's why it's important to start small! Dreaming small is an exercise in breaking these big ideas down into their tiniest, most manageable components.

Getting started with something small helps lower your expectations and fears so that you can start moving and develop momentum to build up to bigger things. It's about setting the bar just low enough to get over it and then jumping a little higher the next day, and the next. If you start with the highest bar and you miss your mark the first time you jump, you may never bother to try again.

Let Go of Perfection

One of the biggest creative stumbling blocks is the need to get things right, right away. Why do we expect everything we make to be the finished product right out of the gate? You would never expect to read a first draft when you pick up a book! Any published book begins as a rough draft followed by many, many rounds of revisions. All creative work benefits from this process.

Letting go of perfection allows you to get through those early drafts so you can build on them later to make the really good stuff. **Expecting immediate perfection prevents you from learning** because it doesn't allow for trying new things, making mistakes, or getting things wrong. The more things you try, the more chances you have to find some really unique ideas – and not just the obvious ones everyone has at first.

Embrace Limitations

All too often, we choose to give up on creating great work (or any creative work at all) because we feel that we don't have enough time, money, or freedom to create in exactly the way we would like. In work and life we rarely, if ever, have all of these resources in unlimited quantity and it doesn't matter because, here's the truth: **Nothing great ever came from unlimited resources.**

Embracing limitations is about identifying your constraints and understanding them for what they are – springboards for innovation. If someone were to give you an infinite amount of time and an unlimited budget to create whatever you wanted, how would you even start? Would the unlimited possibilities freeze you in place? Creativity requires something to push against. When you realize that limitations are your friends, your creativity will flourish.



Cultivate The Unexpected

When something we make doesn't come out the way we planned, we are quick to label it a mistake, a failure, junk. What if, instead, we learned to appreciate it as unexpected results? **In unexpected results, we can find opportunity, new potential, and innovative solutions.**

While you can't create the unexpected – by its very nature it's what you aren't trying to create – you CAN create circumstances where something unexpected may occur. AND you can cultivate the ability to recognize unexpected opportunities when they arrive.

Cultivating the unexpected is like shuffling a deck of cards. It's not really as chaotic as it might seem; it's just a new arrangement that can reveal otherwise hidden connections. Getting used to being okay with the occasional shuffling saves your energy so you can mine it for opportunities.

Expand Your Defaults

Just like our computers have default settings, we all have mental default settings when it comes to approaching problems. Some defaults are good because they help us get through the day with less friction. However, creative work requires new approaches and you have to be able to switch to different settings at a moment's notice. If you keep using your default settings every time you have a problem to solve, you're going to get the same results over and over again or worse ... diminishing returns.

Regular creative practice will help you add new tools to your existing box of default creativity settings. **The more tools you have in your toolbox, the more things you can do with them.** The trick is collecting all these new skills and experiences before you need them. The sooner you start building up your default settings, the sooner you'll be ready when a big task or problem arises.

You Can't Do It Alone

Big challenges require all hands on deck. And yet few people understand what true collaboration at work looks like. It is not a linear process where we each fit our individual piece neatly into a predetermined space; it's about bringing everyone's piece to the table and discovering the exponential ideas that only appear when you're not working in isolation.

Stories about individual creative geniuses are so fascinating that we've ended up with a picture in our head of creativity as something that comes from one individual toiling away by themselves and then releasing their work into the world. The reality is very different. **Work has never been a solo process; it's always been collaborative.** Bottom line: you simply can't do it alone; it's all about how we create together.

Inspiration Is Everywhere

One of the most surprising things for people to discover about creativity is that it doesn't actually come from a muse or a lightning bolt of inspiration. That's not to say that good ideas don't occasionally come that way, but being truly creative isn't about waiting for those ideas to show up. It's about being proactive! **By taking some small actions, you can generate creative momentum out of anything you encounter.**

At first, it may seem nearly impossible to come up with one hundred ways to solve a problem, but over and over we've challenged people to do just that in our workshops. And they've consistently found the solution to the task when they switched from thinking about creativity to actually taking action and physically making things.

The reason this works is because you already have all the creativity you need within yourself. You just need to activate it. Once you recognize that, you're on your way to discovering the creative opportunities that are all around you all the time.

**Want to know more about how to bring
The Big Seven™ into your workplace? Get in touch!**

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