Learn to Work Differently

Imagine *and* Model

WHAT COULD YOU DO WITH 100 DAYS OF MAKING?

CREATE 100 PATTERNS

LEARN ABOUT 100 TYPEFACES
LEARN 100 NEW TECHNIQUES

WRITE A 100 PAGE BOOK

GO ON 100 DATES

MAKE A SONG 100 lines LONG

CREATE 100 RECIPES

DRAW YOUR DREAMS FOR 100 DAYS

VOLUNTEER 100 HOURS

DOODLE ON 100 POST-ITS

LEARN 100 NEW THINGS

MAKE 100 POSTERS

MEET 100 NEW PEOPLE

MAKE A DANCE VIDEO WITH 100 MOVES

SING IN THE SHOWER FOR 100 DAYS

TAKE 100 PHOTOS

#100dayproject

Celebrate the process

"The #100DayProject is not about creating perfect art, it's about the process of creativity and developing new ways of thinking. It grows our capacity to imagine, innovate, and problem solve."

100 DAY PROJECT

**Do something hands-on
with your project everyday**

New ideas lead to more ideas

"You need a novel stimulus - either a new piece of information or an unfamiliar environment - to jolt attentional systems awake. The more radical the change, the greater the likelihood of fresh insights."

GREGORY BURNS
ICONOCLAST

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Creating advances ideas and work

1903   1911   1921   1930   1941
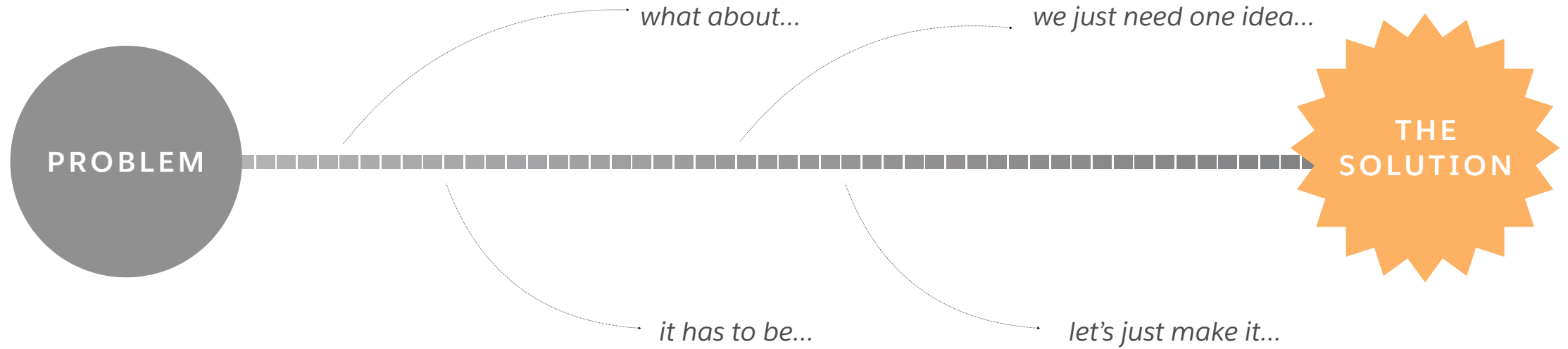
Making develops, clarifies and encourages input

Why don't we explore more, then?

We often look for the solution from the start

PROBLEM

what about...

we just need one idea...

it has to be...

let's just make it...

THE SOLUTION

We get in our own way

THE SOLUTION

Tunnel vision

We're used to thinking about problems in the same way, restricting our creativity.

The idea, not ideas

We look for one perfect, complete answer instead of many interesting parts to compose.

Fear judgement

Evaluate too quickly or don't share ideas because we're worried about being wrong.

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Imagine *and* **Model**

Generate many ideas
and explore possibilities

Make ideas tangible
and push development

New value is born from
exploration and making

Identify and borrow from existing ideas

Most "new ideas" are built and evolved from existing ideas.

Push to be exhaustive with idea generation

Model ideas to bring them to life

Now you try...

Thank You