

# CREATIVITY, BRAVERY, & BRILLIANCE

*Todd Henry*

**HELLO,**

**MY BRILLIANT FRIENDS!**

**( I'M *TODD HENRY* )**

STAR  
WAR

# HOW TO DRAW DARTH VADER



①  
START WITH A HEAD  
AND BODY.



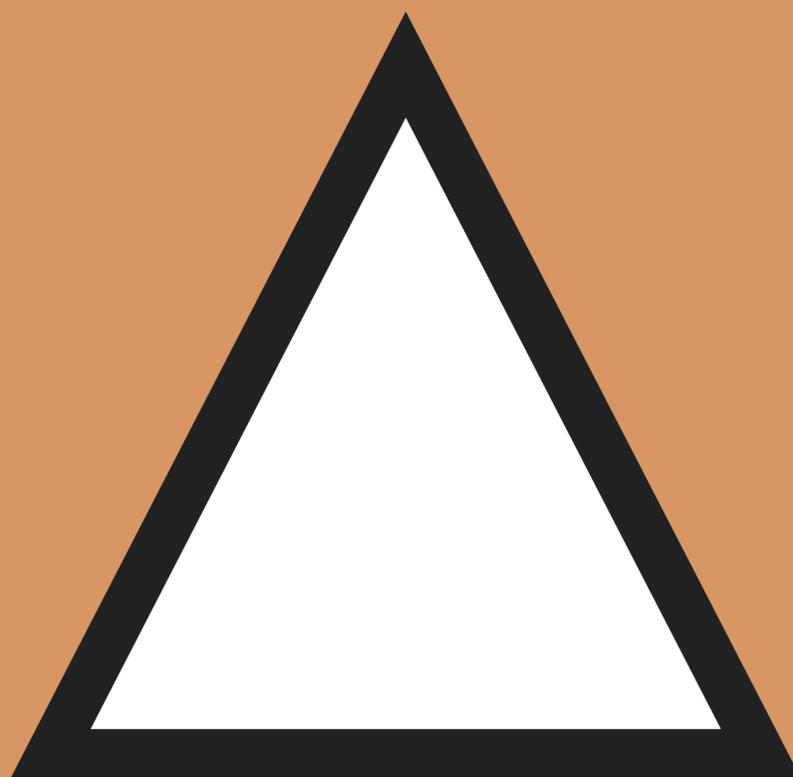
②  
ADD A CAPE.



③  
DRAW THE FACE,  
GLOVES AND BOOTS

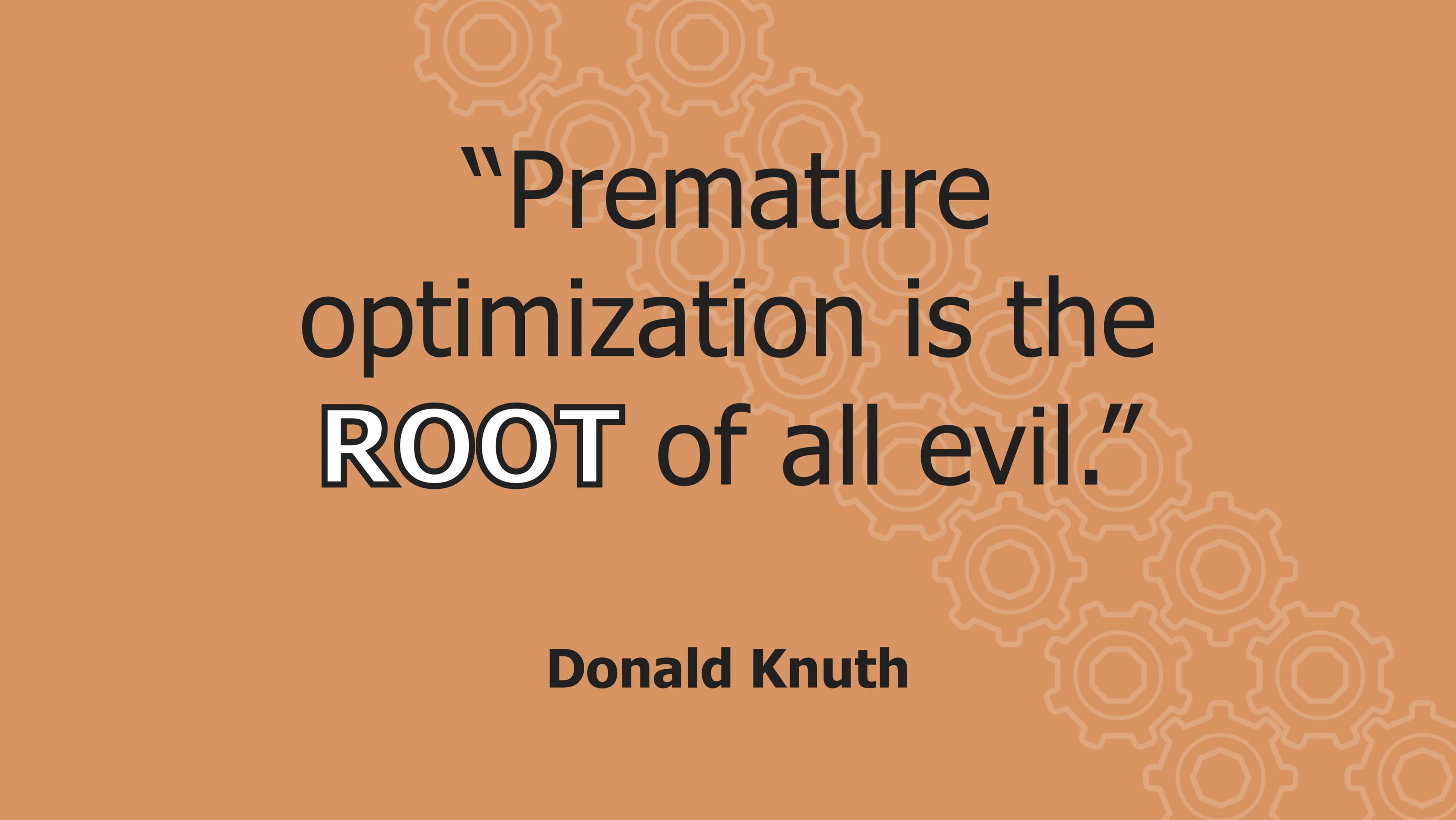


④  
ADD DETAILS  
AND SOME SHADING  
FINISHED!



**CREATIVITY +  
INNOVATION**

**CREATIVITY =  
PROBLEM SOLVING!**



“Premature  
optimization is the  
**ROOT** of all evil.”

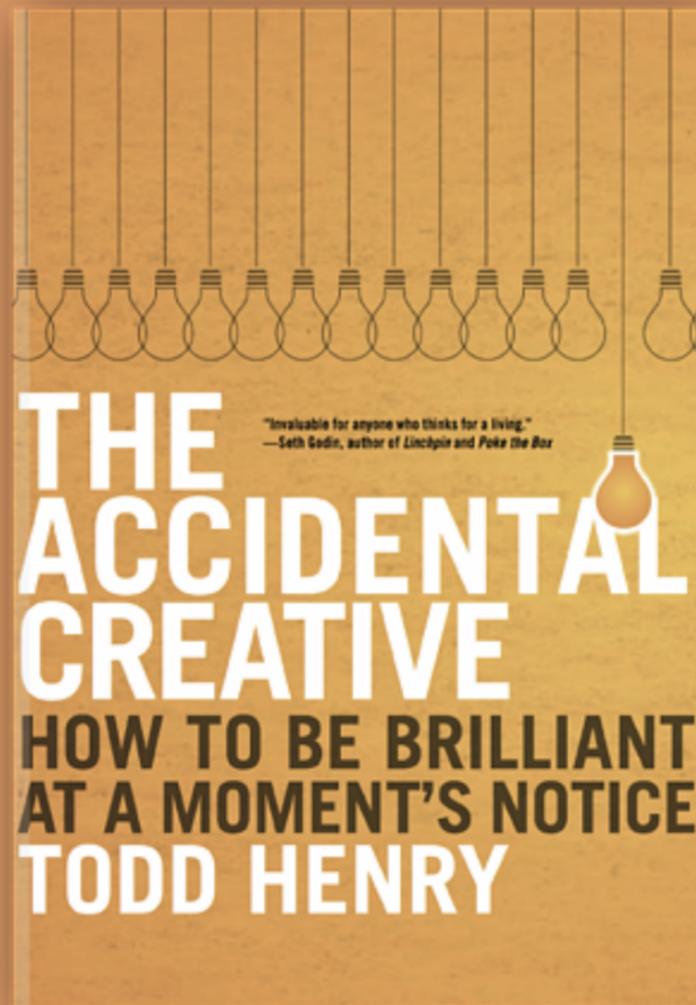
**Donald Knuth**

**MEDIOCRITY**

**medius + ocris**

**CREATE-ON-DEMAND**

# TODDHENRY.COM / AMA



**Todd Henry** Speaking Books Articles Podcasts Newsletter Free Resources [Contact Todd](#)

## You found the secret stash.

Here's where you'll find your additional resources from the Orlando event.

### Keynote Slides

The slides from my keynote in Orlando.

[Download](#)

### The Brave Index

Take a quick assessment to gauge your level of agency and optimistic vision.

[Download](#)

### The Brave Habit Workbook

A workbook for my book *The Brave Habit* with additional thought prompts and discussion questions.

[Download](#)

### A few podcast episodes:

Here are a few episodes with topics related to what we discussed in Orlando.

#### Why Productive Passion Is Your Advantage (keynote)

Episode 42 • 19th November 2024 • Daily Creative with Todd Henry • Todd Henry

00:00:00 00:18:15

NOTES FOLLOW SHARE

#### Brave New World

Episode 52 • 18th February 2025 • Daily Creative with Todd Henry • Todd Henry

00:00:00 00:13:14

NOTES FOLLOW SHARE

Prolific  
**BRILLIANT**  
+ healthy

Prolific +  
**BRILLIANT**  
- healthy

---

**FRIED**

Healthy +  
**BRILLIANT**  
- prolific

---

**UNRELIABLE**

Prolific +  
**HEALTHY**  
- brilliant

---

**FIRE**

Prolific  
**BRIILLIANT**  
+ healthy

# THE WALL

**/wôl/ noun**

the place where your creative drive dies



# ASSASSINS

**DISSONANCE**



$$1 + 1 = [((27 / 3) / 3) - 1]$$

WHAT



WHY

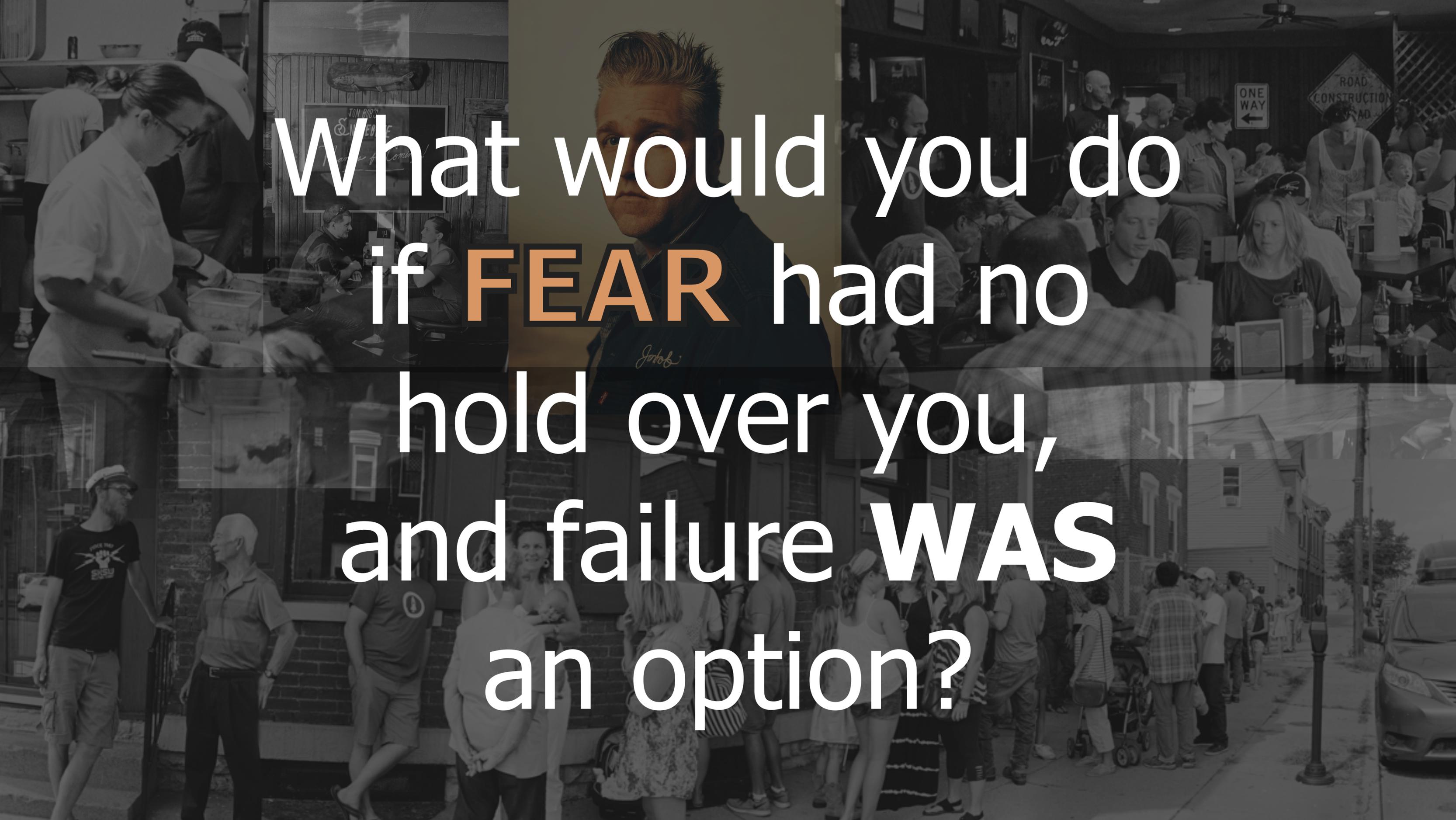
**FEAR**



DISCUSS  
**TRUE RISK**

TO DISPEL  
**PERCEIVED RISK**





What would you do  
if **FEAR** had no  
hold over you,  
and failure **WAS**  
an option?

**EXPECTATION**

**ESCALATION**

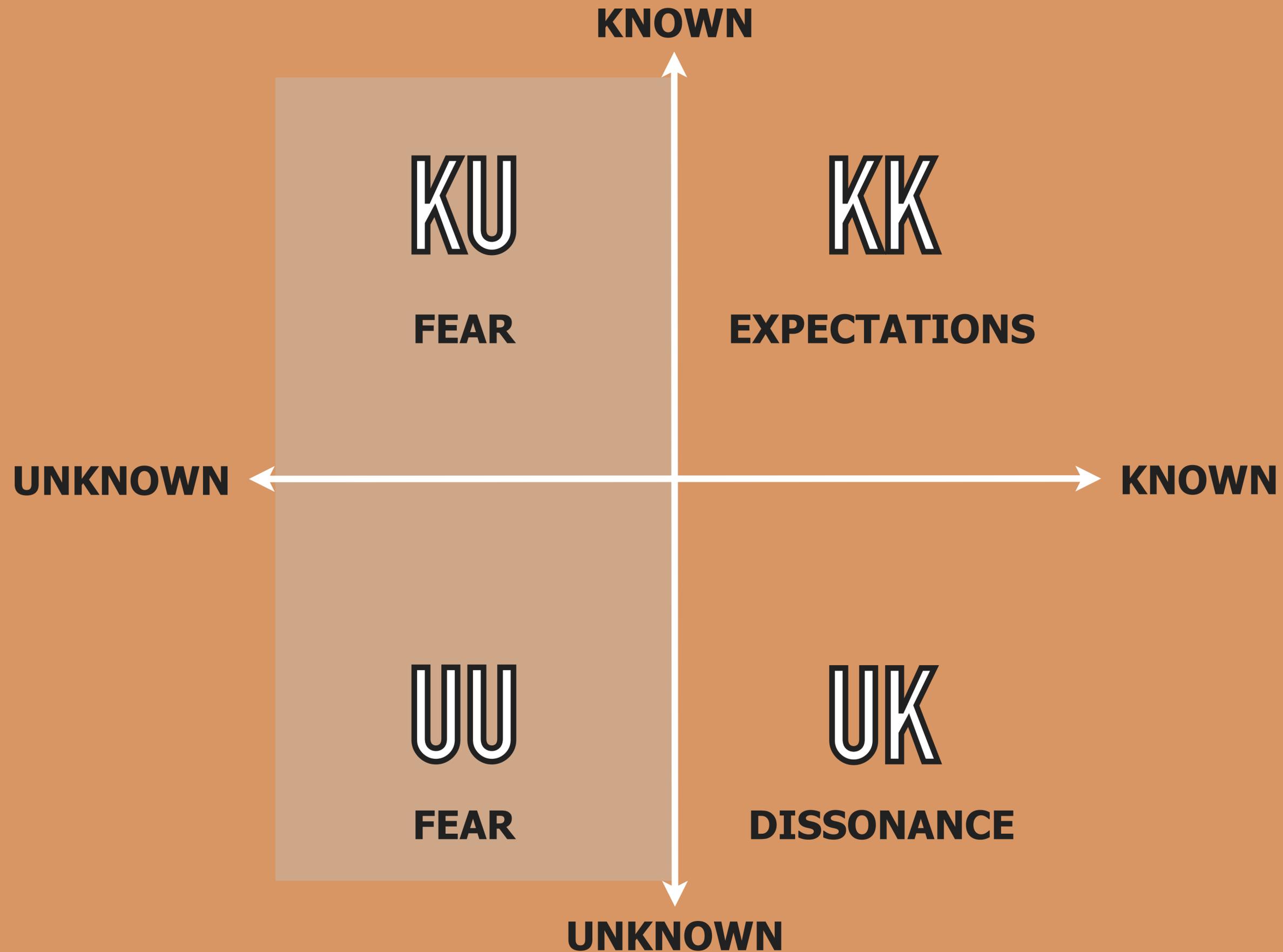
**“There are KNOWN KNOWNS.  
These are things we know that we  
know.**

**There are KNOWN UNKNOWNNS.  
That is to say, there are things that we  
know we don't know.**

**But there are also UNKNOWN  
UNKNOWNNS. There are things we  
don't know we don't know.”**

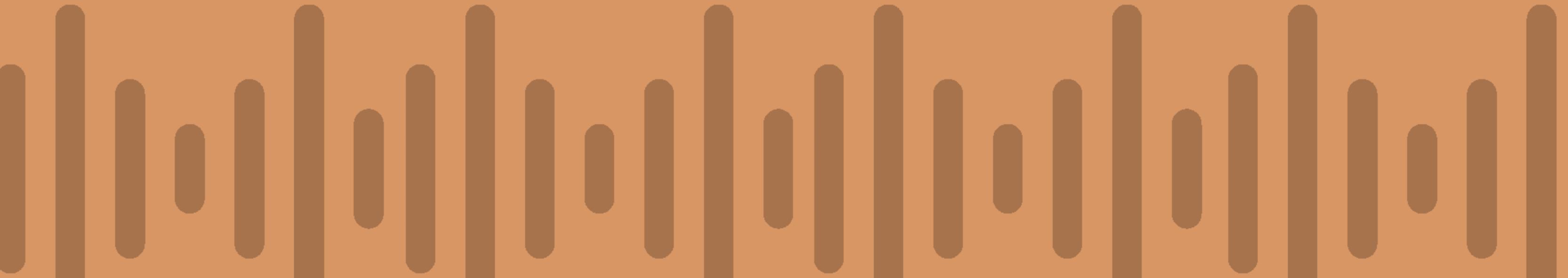
**DONALD RUMSFELD**





# RHYTHM

**5 ELEMENTS**



**F**OCUS





**PiNG**

**DEFINE: PROBLEMS**

**As a creative pro,  
you don't do  
projects, you solve  
PROBLEMS.**

**REFINE: BIG 3**

**CLUSTER: ADJACENCY**

# **RELATIONSHIPS**

“By forming a party, by melting into some group, we avoid not only conscience, but martyrdom. This is why fear of others dominates this world. No one dares to be a **GENUINE SELF**; everyone is hiding in some kind of `togetherness.’”

**SØREN KIERGEGAARD**

**GUNS ON THE**

**TABLE**

**(COWBOY)**



**START CIRCLES**

**HEAD TO HEAD**

**E**NERGY

PRACTICE  
**PRUNING**

THINK

WHOLE LIFE

**STIMULI**

“I’m so glad I just spent 15  
minutes reading the  
insightful comments on  
that Instagram post!”

**NO ONE, EVER**

HAVE A

**STUDY PLAN**

WISDOM

UNDERSTANDING

KNOWLEDGE

INFORMATION

DATA

NOISE

DEE HOCK

TAKE (BETTER)  
**NOTES**

**STIMULUS**

**DIVE**

**HOURS**

BACKBURNER  
**CREATING**

IDEA

TIME

**FOCUS**

**RELATIONSHIPS**

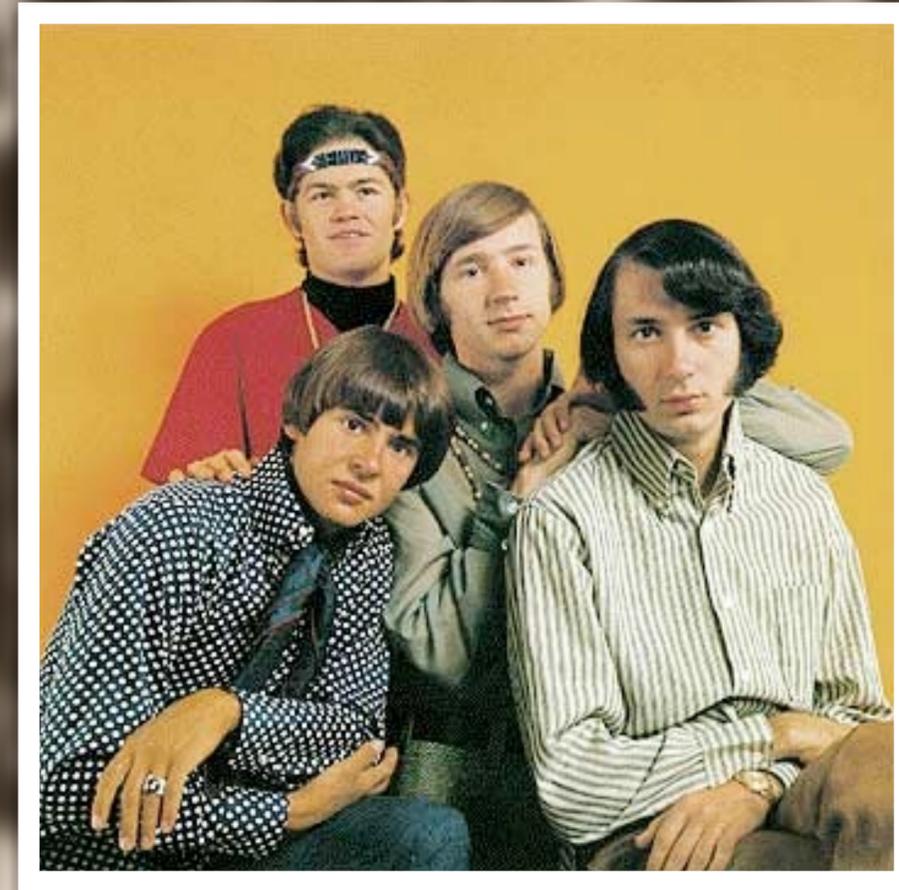
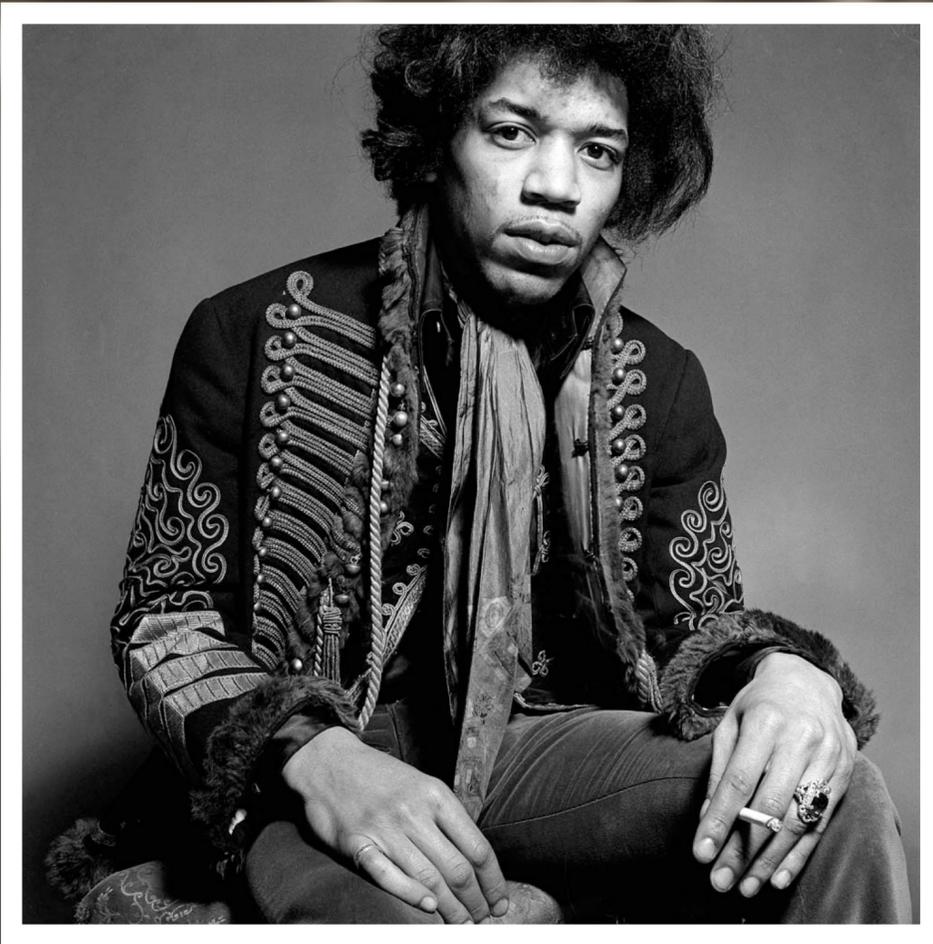
**ENERGY**

**STIMULI**

**HOURS**

Prolific  
**BRILLIANT**  
+ healthy

**WHY?**



## WEST COAST SUCCESS FOR HENDRIX EXPERIENCE

# JIMI JOINS MONKEES FOR GIANT U.S. TOUR



HENDRIX: Monterey hit

**T**HE Jimi Hendrix Experience are meeting with phenomenal success in America. They have now been fixed to join a nationwide tour with the Monkees tomorrow (Friday).

The tour travels around the States and will not finish until August 20. The

Hendrix group are expected back in Britain on August 23.

Manager Chas Chandler reports that since the group's astounding successes at the Monterey Pop Festival and the Fillmore Ballroom, San Francisco they have steadily built up enormous interest and demand on the West Coast.

### SPENCER IN STATES

**S**PENCER DAVIS made a combined business and

holiday visit to New York last week, prior to his group's American tour which starts on July 28.

Davis and his manager John Martin, met United Artists Records chiefs regarding forthcoming record plans.

### COMEBACK FOR JET

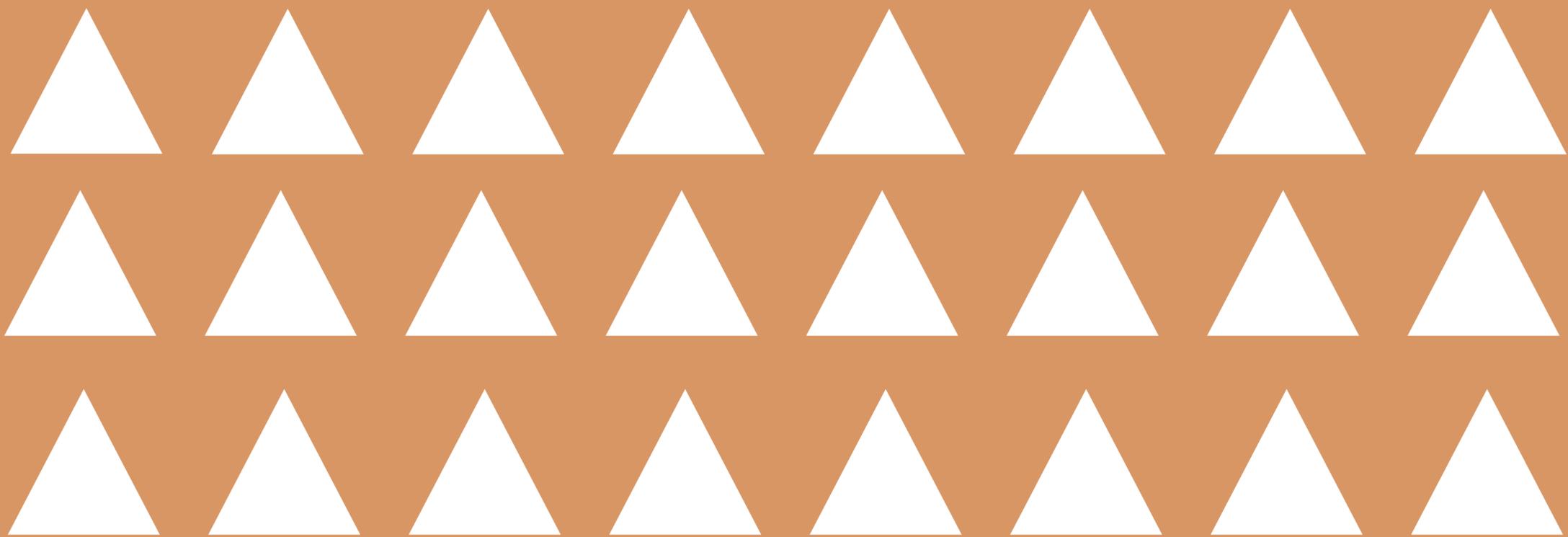
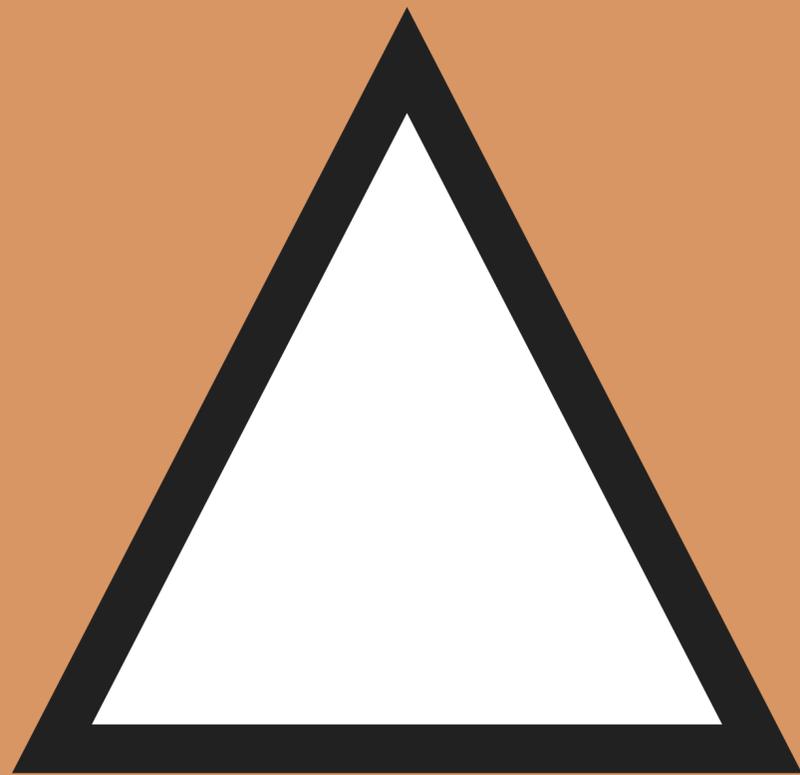
**J**ET HARRIS, who won the MM's pop poll as best instrumentalist before giving up show business after the failure of his health, is making

HENDRIX: Monterey hit

The tour travels around the States and will not finish until August 20. The

combined business and SPENCER DAVIS made a

failure of his health, is making up show business after the instrumentalist before giving



**“What you do **EVERY DAY**  
matters more than what  
you do once in a while.”**

**GRETCHEN RUBIN**

**Mediocrity doesn't  
just HAPPEN,  
it's chosen over time.**

**Brilliance**  
**DEMANDS**  
**Discipline**

**Brilliance**  
**DEMANDS**  
**BRAVERY!**



**“There can be an intense egoism in following everyone else. People are in a hurry to magnify themselves by **IMITATING** what is popular, and too lazy to think of anything better. Hurry ruins saints as well as artists. They want **QUICK SUCCESS** and they are in such a hurry to get it that they cannot take time to be **TRUE TO THEMSELVES**. And when the madness is upon them, they argue that their very haste is a species of integrity.”**

**THOMAS MERTON**



# ANTHONY BURGESS

(1917-1993)



**The Doctor Is Sick (1960)**  
**Inside Mr. Enderby (1963)**  
**The Worm and the Ring (1961)**  
**The Wanting Seed (1962)**  
**One Hand Clapping (1961)**  
**A Clockwork Orange (1962)**

**DIE EMPTY**

**TODDHENRY.COM**

**DIE EMPTY**

**Thank You!**