

# Creativity, Inc.

by Ed Catmull, Amy Wallace

A printable to-do list of the most effective habits from this book. Check one off each day you do it.

MON TUE WED THU FRI SAT SUN

<sup>01</sup> **Run a candor-first review**

Pick one project and ask each person to name the clearest problem, the best fragile idea, and one note that serves the work without blaming the maker.

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<sup>02</sup> **Protect one ugly baby**

Identify an early idea that is easy to dismiss. Define what must be protected, what must be tested, and what evidence would help it grow.

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<sup>03</sup> **Remove one fear tax**

Find a place where people soften the truth because of status, politics, or past reactions. Change the meeting rule, decision owner, or incentive creating that silence.

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<sup>04</sup> **Turn a mistake into a system note**

When something goes wrong this week, write the process condition that allowed it instead of stopping at who made the error.