

10 things we've learned

- 1. Questions are more important than answers.**
Ain't new, you can go back to Socrates with this. We don't look for answers. We look for the right questions. Asking the right questions leads to higher orders of thinking and better outcomes.
- 2. Love your clients.**
We've found that our clients need to be lovable. Why on Earth would you want to spend time helping someone or something you can't love?
- 3. Find the noble purpose.**
This doesn't mean you need to be a crusader for causes. It just means you have to identify what greater good is achieved by the client. You'll feel better. If it's not helping, it is hindering.
- 4. Do not work for free.**
Establish the value exchange for what you do. Alan Watts once said that with no value exchange there is no karma. Without value exchange then you are leaking energy/creativity, which ain't good.
- 5. You can learn more about a person in an hour of play than a year of conversation.**
Again, an oldie but a goodie. Plato came up with this one. Play relaxes, reducing boundaries – we think more creatively and quickly. Play engages, opening connections that go beyond words.
- 6. Experience trumps all forms of knowledge.**
We go out of our way to engage with the experience our clients are creating. For a designer, not engaging is a feeble position to be in. You don't want to go there.
- 7. Experience is as important as outcome.**
In this case, it is the experience of designing for your client. No matter how great the project comes out, if it was a hassle for the client to work with you, they will go away.
- 8. Meet with clients over food.**
The kitchen in our office was always the truth zone. Or better yet, the “here's what I really want” zone. We would begin with meetings in the conference room, the truth would appear over food.
- 9. Different is better than better. Different Sticks.**
This came from really smart people, like Mike Maples and Ann Miura-Ko of FLOODGATE and Chris Lochhead of PLAY BIGGER. As Steve Jobs declared, “Think Different”. Let that sink in.
- 10. Don't Worry.**
Worrying is a complete waste of time. Really, do not make it a habit. Keep your stuff together, YES, just don't fret. Zen says “the only sin is lack of attention”. Without worry, it is easier to be brave.