

12 PRINCIPLES TO DO BUSINESS AS *un*USUAL

WE GROW WITH INTEGRITY. Integrity comes from your vision & mission matching your business's practices & policies. It comes not from only telling a captivating story. It comes from living that elevating Story, flaws and all. Aim for it in yourself and your team. Insist upon it in the businesses you exchange commerce with.

WE TELL A NEW STORY THAT MATTERS. Attune to what's happening in the early 21st-century and why your brand & business distinctly matter now. Everything - from content to programs to offers to events - shapes and unfolds that Story. The cool thing is your brand story is dynamic. It evolves each year, and your engaged community co-creates it.

WE CRAFT BRANDS THAT CAPTIVATE & ELEVATE. Great stories tell us why we're here and how we can navigate the world in a meaningful way. Great art stirs us while reflecting back who we are. Let your brand or business be that kind of story, that kind of art."

WE EMBRACE CREATIVE FAILURE ON THE ROAD TO SUCCESS. Business artists learn like scientists. Couple your encouragement for risk-taking with forgiveness for mistake-making. Favor people over profits without being fiscally irresponsible.

WE SEEK COLLABORATION VERSUS CUT-THROAT COMPETITION. Found your business on your distinct background and frameworks that truly deliver. That way it's harder to compete with you, and you can focus on coaxing your competitors into collaborators. The day is too short to fixate on false enemies and your pie piece of an imaginary finite market share.

WE DESIGN EXPERIENCES THAT DELIGHT & LIGHT UP. Landing on your website is an experience. Receiving your email or scheduling an appointment with your business is an experience. Using your product is an experience. Engaging you on Facebook is an experience. How are you designing each moment for utter delight and emotional resonance? Make art of each act. In this way, you become an Experience Architect.

WE OWN OUR MESSAGE - AND STAND UP FOR IT. It's easy to make a brand that blends in. But when you know your message has medicine that can salve, you have the honor to stand up, stand out, and distribute that message and medicine. Ignore the wave of get-rich-quick promises and flashy "look-at-me" personas. Create a business to last with a message that lasts.

WE SEEK IMPACT AS MUCH AS INCOME. Design your business to create products, services, and experiences that elevate people's lives. And earn like an entrepreneur so you can perpetuate the medicine of your business and have exponential impact.

WE RESIST SELF-DEFEATISM. Resist assassinating your or others' dreams. Resist annihilating yourself in the name of profit-making, but also resist annihilating the influence you could have in the name of faux bohemianism.

WE SHAPE OUR HOURS AND DAYS LIKE CLAY. At the end of the day you don't want to feel like the walking dead. You want to feel wildly, utterly alive. Create habits, rhythms, and systems that don't simply make you more productive. Create ones that help you paint the day through a richer perception. #TimeShaping

WE KNOW THAT DO IT TOGETHER BEATS DO IT YOURSELF. You've worked hard and accomplished a lot by paving your own path. You're smart enough to figure out a lot on your own. Still, you're also wise enough to know that relationships, partnerships, and team work can help you hack impact. #DITBeatsDIY

ABOVE ALL, WE CULTIVATE A HEALTHY DOSE OF WONDER. When we wonder, we're open, caring, and creative. The first of all emotions, wonder invites our young genius to work so we can apply our imagination to shaping richer worlds. In short, wonder trumps cynicism. Be open to what's possible. So much is.

TRACKING WONDER



*Help make a world where being a business owner can be an art.
Together let's become masters at creating business as unusual, business as art.*

Don't just be a business. Be a business artist.