

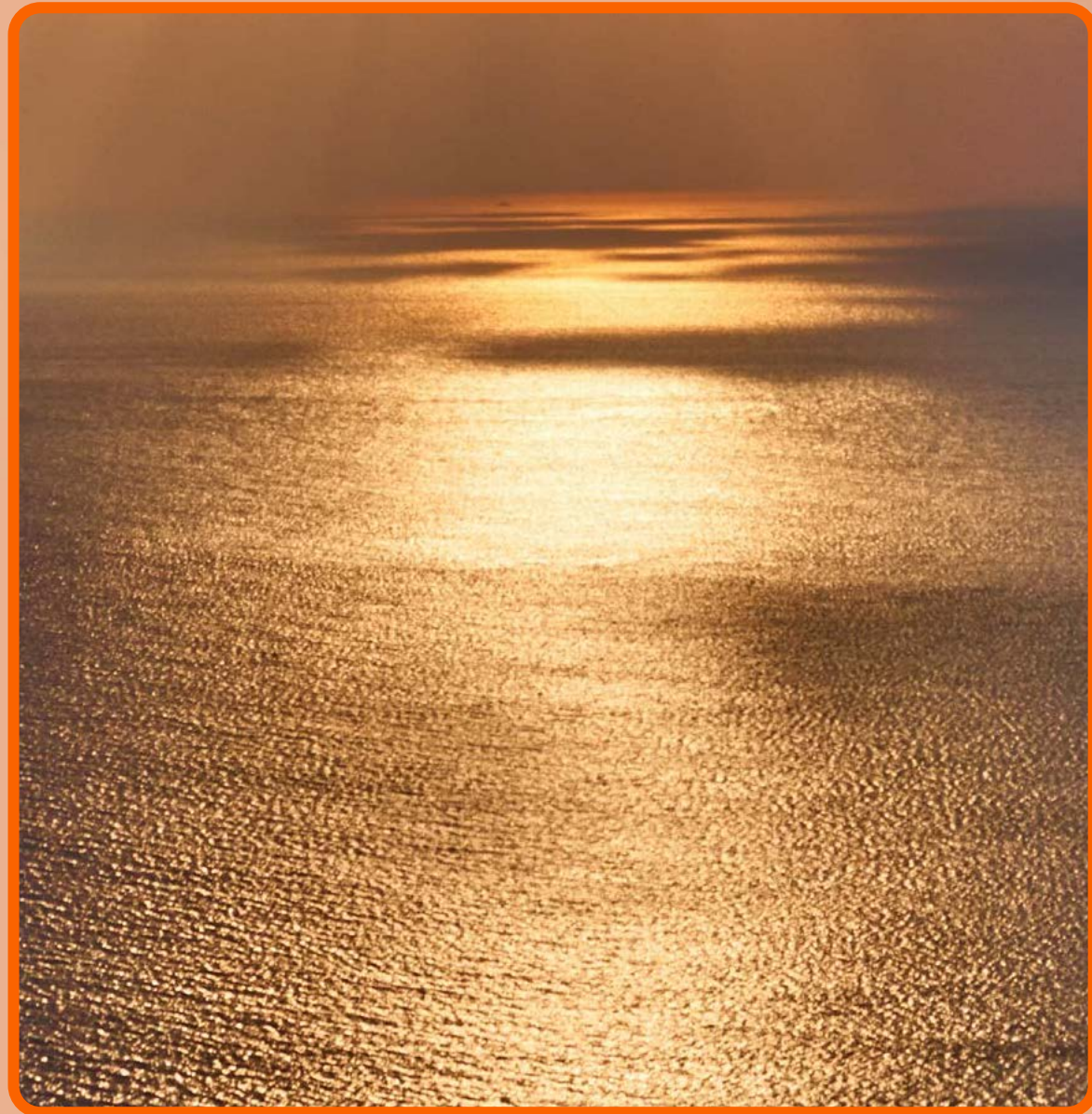


A Day In The Sun.

An Innovation
Manifesto

(Or, what I've learned so far.)

Paul Earle



FOREWORD FORWARD

Our mission—my mission—is to populate the world with fantastic new creations, and help others do the same. Underneath it all is a belief that through brands, innovation and entrepreneurship, all skies are blue.

On the pages that follow are some lessons I've learned over the course of many rodeos. I hope you find this useful as part of your own present and future.

See you out there.

PAUL EARLE



N° 1

Business is personal.

N° 2

We live in a 'Yes, And' world now.
Yes the brand has to be incredible.
And product must rock, too.

N° 3

The more things you try, the luckier you get.



N° 4

Innovators must always honor their instincts, even in the face of muddled data. Potter Stewart had it right.

N° 5

Emotion is the ace of spades in innovation, and any other endeavor. If you can't really *feel* the idea, form and function don't matter that much.

N° 6

If you simply focus on doing cool things, and being good to people, financial success will follow.

N° 7

You must infuse ideas with something that is strangely anomalous, unusually strong, oddly contradictory, even ever-so-slightly... peculiar. Then celebrate it.

N° 8

The opposite of love is indifference, not hate. A toxic, polarizing idea may be thisclose to awesome.

N° 9

The best ideas often arise within the first few days of tackling a problem. Be mindful of the law of diminishing creative returns.



N° 10

If you're hovering around greatness but not quite there yet, ask yourself: what would be the equivalent of bringing in Merry Clayton?



N° 11

The closest you can get to a “sure thing” in business is the insertion of an inspired story and design into a space without any.



N° 12

It is okay to embark on a journey
without a clear destination.
You'll know you're in the right place
when you get there.



N° 13

A smidgeon of hustle and a dash of opportunism will get you further than years of planning and a 25,000 page deck.

N° 14

All great new ideas are simply blends of existing ones. This-meets-that. What are you mixing?

N° 15

Anything worth doing is worth overdoing. (Well, most of the time)



N° 16

Uninstall the terrible internal software that labels “weird” as something to be removed or God forbid, “fixed.” Weird is where the magic and wonder reside.



N° 17

If you're stuck on a problem, call five interesting people. Your pathway will be illuminated quickly.

N° 18

If you make a mistake, consider keeping it in there.





N° 19

If you have a giant idea whose time has come, practically nothing can stop you.
Keep going.

N° 20

Innovators must dismiss “but we tried that before” as rationale for inaction. Key external factors change over time. (Plus, you can make it better.)

N° 21

Optimism is potent. And required for progress. There are no examples of a cynic who grouched his way to success.

N° 22

Don't just talk about an idea.
Prototype it. Just like in kindergarten,
it's show and tell.

N° 23

Team-based jams are great. But
sometimes you have to shut the door,
pour a glass of whiskey, and just work
out the (expletive) thing yourself.

N° 24

Look up. Look around. Engage all
senses. Notice what you notice.
The next big thing may be hiding in
plain sight.

N° 25

Don't cry until you get hit.



N° 26

If you want to achieve real impact,
establish a wildly audacious, seemingly
impossible goal. Declare it as an intention,
openly. Entirely new behaviors may emerge.



N° 27

Creativity is impossible inside a cluttered mind. Remember, “know it all” is a pejorative term. Embrace naiveté.

N° 28

Consumers are generally a forgiving lot.
As long as you're honest, you'll get a
second chance. Maybe a third. So go for it.



N° 29

Stop accepting “normal” as normal.
It might not be. Critically question
everything.

N° 30

The brands that obviously are having
fun will win almost every time. People
can sense it. Joy is attractive.



N° 31

What you think is a huge risk, in all likelihood, isn't. Try it.

N° 32

The difference between \$0 and \$1 in sales is worth millions.





N° 33

Look for any opportunity to flip the conversation. Narrative is far too often overlooked as a high-leverage change agent.

N° 34

A great idea should provoke a reaction of: “oh no you didn’t!”

N° 35

Details matter. And most often, with all due apologies to Mies Van Der Rohe, more is more.



N° 36

Invest in incredible people no matter what the business is. Whether it's a taco stand or Mars rover is secondary.

N° 37

There is no such thing as
a boring category.
Only boring brands.



N° 38

The term “consumer” should be
replaced by “person” wherever possible,
and ideally “fan.” Never “target” (unless
it’s the store), and for the love of God,
never ever ever ever “user.”



N° 39

The world of innovation is one
of abundance, and we should all help
each other.

N° 40

The promised land is real.
Let's hit the road.



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May all skies be blue.