Card 12: The Open Door

Reach for it when the work is correct, complete and lifeless, and you suspect the best idea is one you haven't thought of.

Say it like this

• "This is correct and dull. Give me the version you'd write if pleasing me weren't the goal, and tell me what you changed and why."

• "Give me the three options I asked for, then a fourth nobody would suggest in a meeting. Label it."

Not this: "Just be more creative."

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