Creativity doesn’t happen in 30-minute increments between meetings. To be a great creative problem solver, you must be intentional about making time for the things that matter.

IDEOU presents:
MAKE TIME WITH JAKE KNAPP

TACTICS TO TACKLE YOUR HIGHLIGHT

BLOCK YOUR CALENDAR
Hold time on your calendar (one hour or more) to dedicate to your highlight. Try your best to stay true to those holds—avoid deleting or booking over them!

INVENT A DEADLINE
Create positive pressure by committing to a deadline with a friend, coworker, or even your boss.

GO DISTRACTION FREE
Move your most distracting apps off of your phone’s homescreen, turn off their notifications, or just remove them from your device completely.

HAIGHT IS:
• The one activity that you hope to be the bright spot of your day
• The most pressing, satisfying, and/or joyful thing in your day
• Something you can do in about 60–90 minutes

JAKE’S TAKE:
If you don’t get to your highlight, don’t be hard on yourself. Reflect on what worked and what didn’t, tweak your approach, try again. Whatever you do, don’t give up—trying is always a prerequisite to doing.

WRITE YOUR HIGHLIGHT FOR THE DAY ON A STICKY NOTE AND PUT IT HERE.
Then make it happen.

JAKE’S TAKE:
Being busy doesn’t equate to being productive. Choose one thing that matters to you today, and make time to get it done.

WANT MORE INSPIRATION?
Get tips from Jake and other creative leaders at IDEOU.COM/PODCAST