

.....Seven Rules for.....

# Creativity Managers

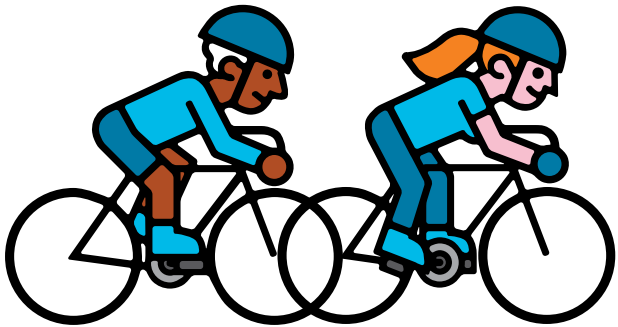
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Inspired by the most innovative companies in the world

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## 1. Nurture Diversity

Creativity managers dislike brains being the same.

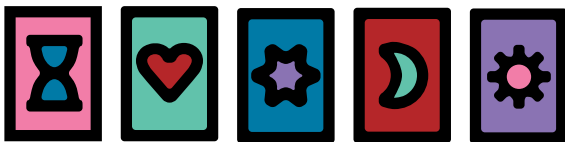
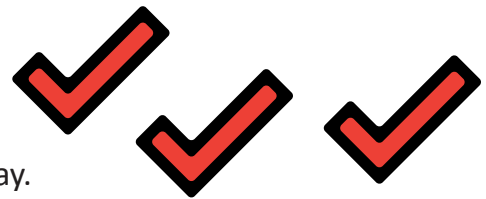


## 2. Create Markets

Creativity managers favor competition in networks.

## 3. Rely on Merits

Creativity managers embrace networks and gameplay.



## 4. Make No Predictions

Creativity managers keep many options open.

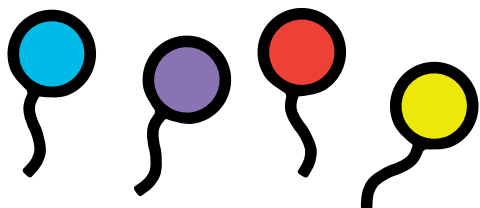
## 5. Update the Workplace

Creativity managers work the environment.



## 6. Change Constraints

Creativity managers optimize for exploration.



## 7. Open Boundaries

Creativity managers connect instead of protect.