

# CREATIVITY ISN'T A LUXURY

It's not something for later in life, when things begin to calm down. It's how we connect. How we adapt. How we find meaning, even in chaos.

This book is here to help you remember that part of who you are – and to give it room to stretch. I didn't write this because I always feel creative. I wrote it because often I don't. I'm a creative who suffers from imposter syndrome. Every new project comes with a quiet voice saying, **"This time, they'll see you've got nothing."** I'm a chronic overthinker, a master procrastinator, and I've spent far too much time hesitating.



So I made a choice: I got inked.

On my left arm (in Dutch): **DON'T HESITATE, DO IT.**  
On my right: **FAIL BETTER, CREATE NOW.**

It's my reminder to myself that action creates action. Like **Robert Frost** who said:

**"The best way out is always through."**  
(A Servant to Servants)

So perhaps the only way out of doubt is through action? And more is more – and every messy start holds the seed of something real.

This book is for you – and for me. For anyone who wants to remember what they're capable of, and surprise themselves along the way.



# LET'S BEGIN.

Failure isn't the opposite of creativity – it's part of the success. Each risk you take makes the next one easier.

It sharpens your instincts. It clears out the fear. It teaches you that you can survive a flop and still keep going.

If you want to make something original, something alive, you have to be willing to get it wrong. Over and over. Not because you enjoy falling on your face but because falling is how you learn to fly.

I once gave a talk on failure and decided to walk out on stage dressed as a rabbit. It felt like the perfect metaphor: absurd, unexpected, a little wrong. If people thought it was ridiculous, I was ready to say, **"So what? It's my mistake, let me worry about it. You have your mistakes, I have mine."**

And in the end? That bunny and I ended up giving the same talk in ten countries around the world.

Fear of failure didn't stop the story. It **became** the story.

**Thomas Edison**, when asked about his thousands of failed experiments before he invented the light bulb, famously said:

**"I have not failed. I've just found 10,000 ways that won't work."**

When you fail, you're not broken – you're becoming. You're testing edges. You're gathering wisdom. You're building resilience, clarity, and nerve.

And the most exciting part? Sometimes your worst idea leads to your best one. You try something weird, it flops and in the mess, you notice something brilliant hiding in the corner.

So try. Mess up. Laugh. Adjust. Try again. Let failure be your teacher, not your enemy. Let it point the way forward. Because the ones who grow aren't the ones who avoid failure – they're the ones who use it.

Risk is how your voice speaks louder. It's how your ideas become bolder. It's how good turns into great – and great turns into the unexpected.

So yes, be messy. Be strange. Be unsure.

Your job isn't to impress. It's to explore.

# If no one hates it, no one loves it.

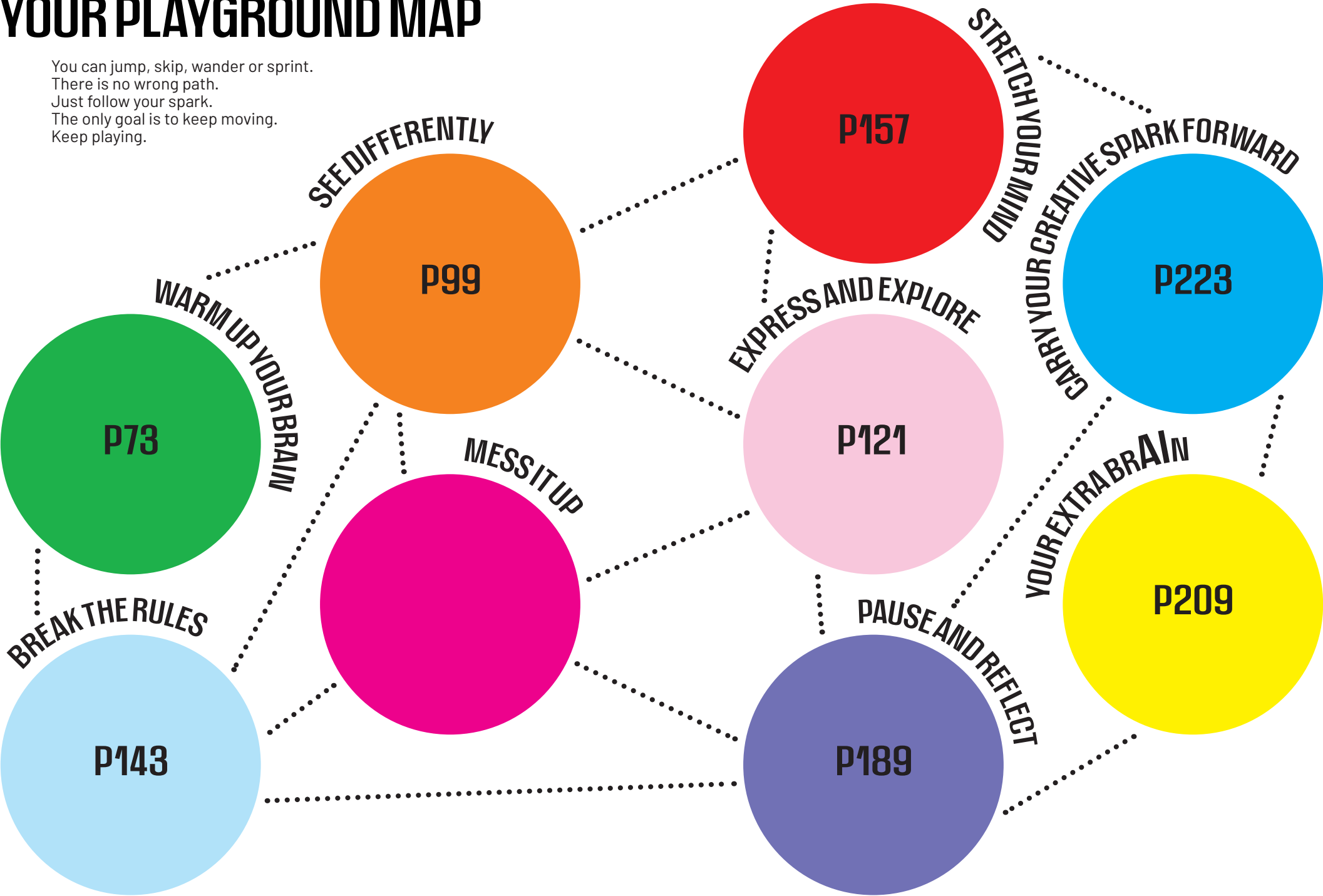


ERIK KESSELS SHOWING ME LOVE.

● Erik Kessels—Dutch artist, designer

# YOUR PLAYGROUND MAP

You can jump, skip, wander or sprint.  
There is no wrong path.  
Just follow your spark.  
The only goal is to keep moving.  
Keep playing.



# THINK SIDEWAYS

Our mind is built to recognise patterns.

It loves finding shortcuts,  
filling gaps, connecting dots.

But creativity doesn't live in the automatic.

It lives in the unexpected.

These puzzles will help you trigger your lateral thinking and solve problems by approaching them from a new and unexpected angle rather than following a straight and logical path.

Stretch your perception and see familiar things in unfamiliar ways.

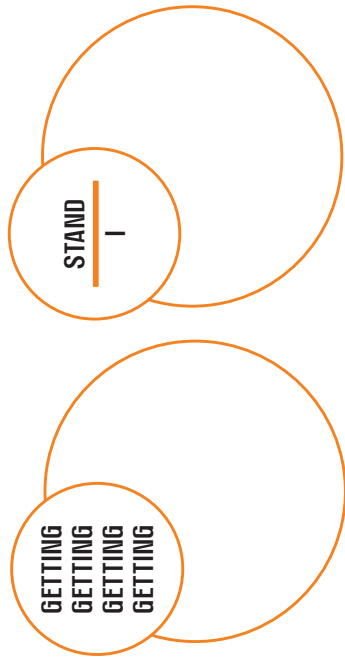
The idea is not to get the 'right' answer fast. These puzzles are all about noticing differently.

Some will be obvious.  
Some will be trickier.  
But that's okay. That's just your brain loosening up.

Take your time. Look sideways. Let the connections surprise you.

# YOUR TIME TO PLAY

FIND THE HIDDEN WORD OR SENTENCE

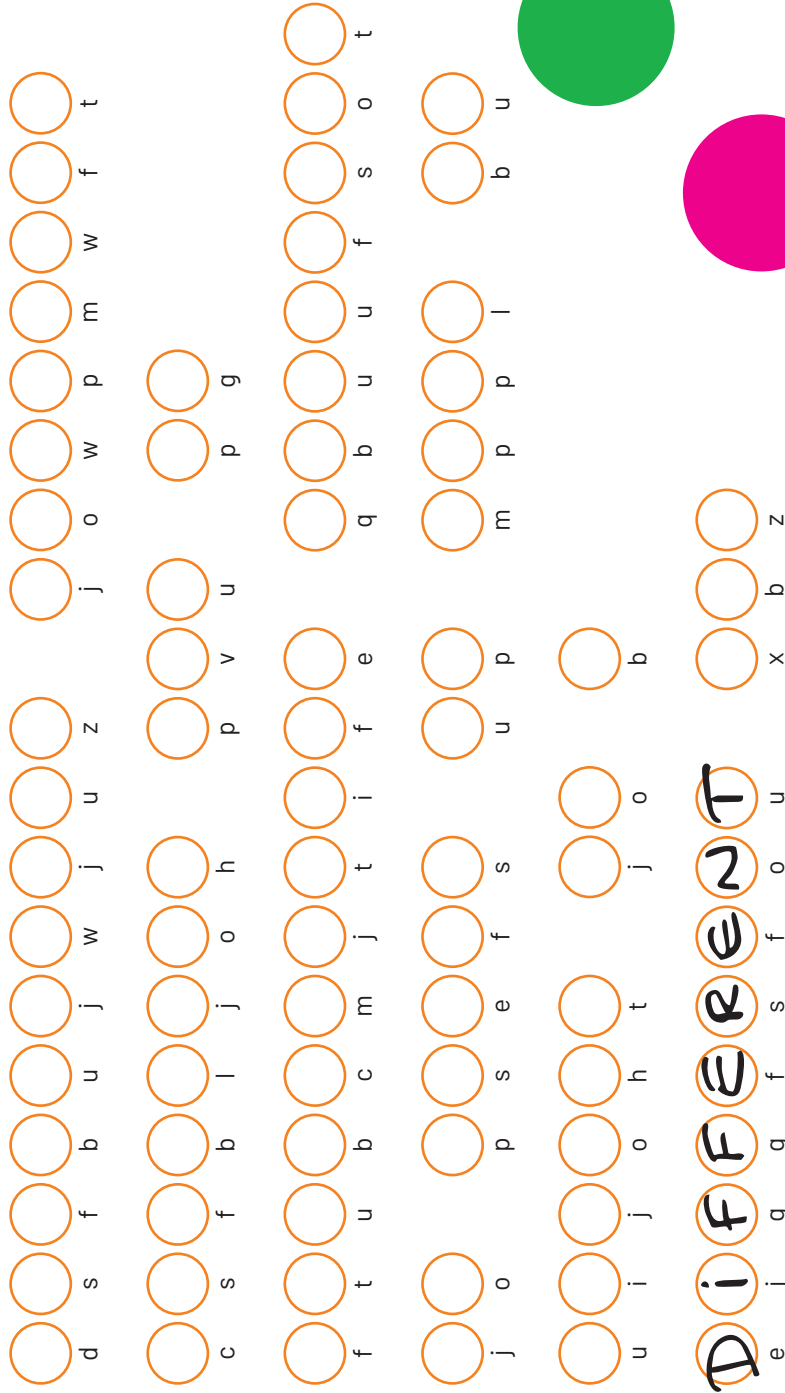


INVENT YOUR OWN WORD PUZZLE  
Use: FORGIVE, WORDS APART



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# THE MIND SHIFT



# MAKE A THOUGHT BUBBLE

What's floating through your mind right now?

A random idea?

A secret dream?

A to-do list and a dinosaur riding a skateboard?

## HOW TO PLAY

Use the thought bubble to dump whatever's on your mind – serious, silly, strange, or surprising. Don't overthink it.

Let your brain speak in its own voice.

Draw, write, doodle, collage – there are no rules here.

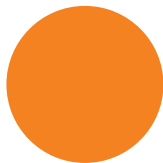
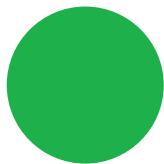
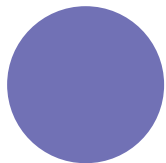
If you're stuck:

**What's an idea you've been too shy to share?**

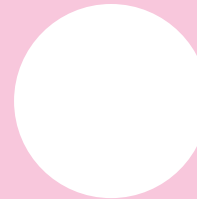
**What invention do you wish existed?**

**What does your 'creative voice' want to say today?**

**What would you say if no one could judge you?**



# YOUR TIME TO PLAY



**Poetry is  
everywhere;  
it just needs  
editing.**

● James Tate—American poet

# MESS IT UP

GRAB A MAGAZINE OR NEWSPAPER.

CUT OUT ANYTHING THAT RESONATES  
WITH YOU.

WORDS.

IMAGES.

COLOURS.

CREATE A COLLAGE OF WHAT  
INSPIRES YOU RIGHT NOW.

TAPE IT HERE.

# NOW KEEP GOING

You made it to the end.

But creativity doesn't end here.

This book was never a finish line. It's a launch pad.

You can return to these exercises any time.

Reread them.

Remix them.

Break them.

Invent your own.

Make notes in the margins.

Fill entire pages with scribbles.

Skip things.

This book is yours now.

There are no rules.

Only movement.

Only practice.

Only possibilities.

So keep going.

Make things that feel strange, honest,  
joyful, unfinished.

Try again. Try differently. Surprise yourself.

And if you ever feel stuck – just open this  
book to any page.

## Begin again.

# NO IDEA IS FINAL