



## 10 NEW THINGS

- TOOLS:** One email, alarm clock reminders  
**TIME:** One week  
**DIFFICULTY:** Gets easier every day, usually.  
**RISK:** Medium — you may become looked to for innovation, problem changing and excessive energy.

### ORIENTATION:

Explanation:

- We average 70,000 thoughts per day.
- An average 55,000-65,000 of these thoughts are negative, repetitive or both.
- This is how we are designed for survival.
- It is possible to change this pattern.

### TO PLAY:

For a week, you will write down 10 new-to-you ideas a day. Like,

- an invention
- a different use for a common object
- a different way of doing something tomorrow
- stolen/borrowed from elsewhere and improved upon
- what needs to exist in the world

If you are unsure whether or not to include something, ask yourself, “Did I think this yesterday?”

Continue until you have 70 new ideas. Give them a day to just sit there, then revisit them all together with fresh and non-judgmental eyes.

What patterns do you see? What preoccupations? What obsessions? What tone? What options? What opportunities? What actions?

### BONUS POINTS:

Try this: just cut & paste the following into a new email **draft** addressed to [lorca@lorcasmertana.com](mailto:lorca@lorcasmertana.com), or to someone who stimulates you and whom you trust.

*Dear Lorca, [or...]*

*Here is my list of 70 new ideas. I am looking at it right now, with curiosity and without judgment.*

*In new ways...*

- *I feel....*
- *I think...*
- *I want...*

*Yours, me.*

If you wish, press send.

**OUTCOMES:** Solutions, projects, confidence, energy.