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CO.

Reflections On A Career
At The Nexus Of Brands,
Innovation, Design, and
Entrepreneurship
(Or, A Manifesto-Like Object)

Over many years, we at Earle & Company have encountered pretty much every kind of creative and business adventure one could imagine. The combined experiences have led to the formation of a set of values and principles relative to the keys to creating great work that matters. Given that these beliefs guide what we do today, we figured it would be a good idea to write them down. We hope you enjoy the read.

For a complementary downloadable version of this little book, and more about Earle & Company generally, please go to PaulEarle.com.

[1]
Business
is personal.

[2]

An A+ story
wrapped around
a B+ product
will outperform
the inverse.

[3]

The more
things
you try,
the luckier
you get.



[4]

Innovators must always honor their instincts, even in the face of muddled data. Potter Stewart had it right.

[5]

Emotion is the ace of spades in innovation. If you can't really feel the idea, form and function don't matter that much.

[6]

If you simply focus on doing cool things, and being good to people, financial success will follow.



[7]

You must
infuse ideas
with something
that is strangely
anomalous,
unusually strong,
oddly
contradictory,
even
ever-so-slightly...
peculiar.
Then celebrate it.

[8]

The opposite
of love is
indifference,
not hate.

A toxic,
polarizing idea
may be
this close to
awesome.

[9]

The best ideas
often arise
within the first
few days of
tackling
a problem.
Be mindful of
the law of
diminishing
creative returns.

[10]

If you're
close to
greatness
but not quite
there yet,
ask yourself: what
would
be the
equivalent of
bringing in
Merry Clayton?



[11]

Innovators
must dismiss
“but we tried that
before”
as rationale for
inaction.

Key external
factors change
over time.
(Plus, you can
make it better.)

[12]

A smidgeon of
hustle and a dash
of opportunism will
get you further
than 25,000 pages
of planning.

[13]

Anything worth
doing is worth
overdoing.
(Well, mostly)

[14]

If you're
stuck
on a problem,
call five
interesting
people.
Your pathway
will be
illuminated
quickly.



[10]

[15]

The closest you
can get to a
“sure thing”
in business
is the insertion
of an inspired
story and
design into
a space
without any.

[16]

Optimism is
potent.
And required
for progress.
There are no
examples of a
cynic who
grouched his
way to success.



[17]

If you want
to achieve
real impact,
establish a wildly
audacious,
seemingly
impossible goal.
Declare it as
a choice, openly.
Entirely new
behaviors
may emerge.

[18]

Creativity is
impossible
inside a cluttered
mind. Remember,
“know it all”
is a pejorative term.
Embrace your
own naiveté.

[19]

Consumers
are generally
a forgiving lot.
As long as you're
honest, you'll
get a second
chance. Maybe
a third.
So go for it.

[20]

The brands that obviously enjoy their craft will win almost every time. Consumers can tell, and it's attractive.

[21]

The difference between \$0 and \$1 in sales is worth millions.

[22]

Carefully observe the orthodoxies of a space. Then you can systematically bust as many as possible.

[23]

Winning brands
exude magic.
Uncover it.
If it's not there,
create it.
And if you find it
too difficult to do
either, punt.



[24]

The best
innovation and
creative leaders
have more
than a little bit
of Joel Goodson
in them.

[25]

Science and
spirituality can
not only coexist,
they make great
partners.

[26]

Sometimes it's
good to begin
a journey
without a
specific destination
in mind. You'll
know it when you
get there, and it
may be amazing.

[27]

In any creative
exercise,
the little things can
often have more
impact than what
you think are the
big things.

[28]

What you feel
is incredibly risky
and even dangerous,
in all likelihood,
isn't. Try it.

[29]

Team
collaboration is
awesome, but
sometimes you
just have to
pour a glass of
whiskey,
shut the door, and
work out
the darned thing
yourself.

[30]

When reviewing
creative ideas,
the only two
responses
should be
“Holy @*#&!”
or a polite
and respectful
“No.”

[31]

Unless it is
specifically
designed not to,
fantastic
creative should
make
you actually
a little bit
happier.

[32]

The world of
innovation is one
of abundance,
and we should
all help
each other.

[33]

The promised
land is real.
Let's go.



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