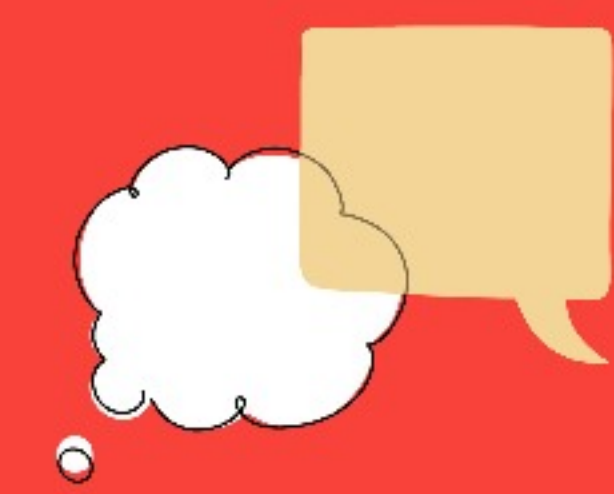




Daniel Lubetzky

Key Takeaways

Brainstorm Without Rules

Generate ideas creatively without judgment before evaluating what could actually work.

Embrace the Pause

A well-timed pause creates space for others to finish, process, and contribute to the conversation.

Direct Attention

Where leaders place their attention signals others where to look and what matters.

Activity 1

Make It Ridiculous

Choose a problem you're trying to solve and give yourself five minutes to generate ideas with one rule: there are no bad ideas. Push yourself to create at least one idea that feels completely ridiculous. Could something from your wildest idea actually be useful?

Activity 2

Match the Beat

In your next conversation, pay attention to its rhythm. Notice when the other person pauses, speeds up, or slows down, and adjust your own pace accordingly. Does matching the beat change how connected the conversation feels?

Activity 3

Shift the Spotlight

In your next meeting, intentionally direct attention toward someone whose contribution you want others to notice. Look at them, invite them in, or ask for their perspective. What happened when you deliberately shifted the room's attention?

Today's Tip

Great communicators aren't great because everything works the first time. Practice, experiment, learn from what doesn't work, and try again. Repetition builds the confidence to keep going.