

THE JORDAN HARBINGER SHOW

Worksheet for Srini Rao | Why You Should Reclaim Your Own Creativity (Episode 130)

Creativity is one of those black box topics that sometimes doesn't even look like a skill. Are you born with it? Can you cultivate it? Why are some people so much more creative than others? What does being creative even mean in the first place?

In [this](#) episode, [Unmistakable Creative](#) host and [An Audience of One: Reclaiming Creativity for Its Own Sake](#) author Srini Rao tells us not only how he decided to tackle these questions, but why he was forced to do so as he struggled himself to fit the mold of society's expectations.

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Why Do You Work?

Winning an award can be a great moment -- but it's still just a single moment.

According to Srini, only working towards such a moment is a recipe for disappointment (*I happen to agree*). The reasons why have to do with the process that went into creating that work that won an Oscar, Tony, or Webby. First, the outcome of winning an award is out of your control -- making disappointment likely. Second, while hundreds of hours went into that work, the spotlight that comes from an award win is temporary.

So what is in your control and what is lasting? The answer is your effort and your work. Deriving meaning from those two things are avenues to joy and meaning on a regular basis.

Where do you derive meaning from in your work? Is that focus pleasing to you on a regular basis? Do you think you need to adjust anything?

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The Expectations Of Others

Srini is all about creating for *yourself* -- which certainly doesn't mean making things that you don't want other people to like. You lack the power to control how people react to your work.

His point is that you shouldn't create based upon what you think an audience will like. And definitely don't piggyback on today's trends (they'll be forgotten soon anyway).

Let's say you make a hit and have an audience react positively to your work. Are you going to try and recreate that success using the same formula? Or are you going to create what you want to create? Who is your work for? Who are you creating for?

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The Ripple Habits

Srini wanted to become a published author but eventually resigned to the fact that it just wasn't going to happen for him.

Then something changed. He took some advice and decided to focus on writing and not publishing. Srini sat down and wrote 1,000 words per day (a habit he still practices today). The point was the process and not the result.

He's since become a published author and has appeared on the Wall Street Journal list of best sellers. But something also happened. This 1,000 words per day habit created a ripple effect that has led to new, successful habits. He built skills by learning to manage his attention and persistent effort, and because of that he now reads more, too.

Have you ever picked up a good habit that's led to other good habits? What's the next habit you want to learn? How might this help in other areas?

Full show notes and resources for this episode [can be found here.](#)

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About



Join Jordan Harbinger (critically acclaimed host, formerly of The Art of Charm) as we get deep into the untapped wisdom of the world's top performers -- from legendary musicians to intelligence operatives, iconoclastic writers to visionary change-makers.

We deconstruct the playbooks of the most successful people on earth -- and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these insights into your own life and live what you listen.

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