



## GOING FULL TIME WITH YOUR SIDE HUSTLE, LEADING CREATIVES, AND WRITING BOOKS

[L3Leadership.org/328](https://L3Leadership.org/328)

### ABOUT TODD:





Positioning himself as an “arms dealer for the creative revolution”, Todd Henry teaches leaders and organizations how to establish practices that lead to everyday brilliance. He is the author of five books (The Accidental Creative, Die Empty, Louder Than Words, Herding Tigers, The Motivation Code) which have been translated into more than a dozen languages, and he speaks and consults across dozens of industries on creativity, leadership, and passion for work. With more than ten million downloads, his podcast The Accidental Creative offers weekly tips for how to stay prolific, brilliant, and healthy.

Todd’s book Die Empty was named by Amazon.com as one of the best books of 2013. His latest book, The Motivation Code, is about the hidden forces that drive deep engagement and brilliant work.

### 4 KEY TAKEAWAYS:

1. Todd breaks down what he feels creative people need in order to work well.
2. He talks about how he got his start in podcasting and made the jump from having it be his side gig to full time.
3. Todd discusses his upcoming book, The Daily Creative.
4. He talks about his book writing process and gives advice to aspiring writers.

**“When you lead well your influence echoes for generations to come.”**  
– Todd Henry

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