



The Linchpin Manifesto

Yes. Now.

I am an artist. • I take initiative • I do the work, not the job. • Without critics, there is no art. • **I am a Linchpin. I am not easily replaced.** • If it's never been done before, even better. • The work is personal, too important to phone in. • The lizard brain is powerless in the face of art. • I make it happen. Every day. • **Every interaction is an opportunity to make a connection.** • The past is gone. It has no power. The future depends on choices I make now. • I own the means of production—the system isn't as important as my contribution to it. • I see the essential truth unclouded by worldview, and that truth drives my decisions. • I lean into the work, not away from it. **Trivial work doesn't require leaning.** • Busywork is too easy. Rule-breaking works better and is worth the effort. • Energy is contagious. The more I put in, the more the world gives back. • It doesn't matter if I'm always right. It matters that **I'm always moving.** • I raise the bar. I know yesterday's innovation is today's standard. • I will not be brainwashed into believing in the status quo. • **Artists don't care about credit. We care about change.** • There is no resistance if I don't allow it to defeat me. • I embrace a lack of structure to find a new path. • I am surprising. (And often surprised). • I donate energy and risk to the cause. • I turn charisma into leadership. • The work matters. • **Go. Make something happen.**