I love this book. The real world case studies and stories are interesting and useful. This article is great because it plainly states that by doing “these” things you are creating an environment for creativity. I think the focus of the article is on passion. If you have passion for design and creativity and wish to encourage it in others than you have to think creatively and the environment and attitudes should encourage this as well. Obviously, there must be a certain level of professionalism as well.

I agreed with every one of the author’s suggestions. My personal favorite is to encourage teaching. I did not understand Flash well until I began teaching it. I was forced to take what I knew and find a way to teach that to others that made sense.

I had to learn to let go of the attitude that “I learned this on my own through years of work and I am not going to share it out for free”.

Some ideas I had for us are:

1. Game Lab excursions - every so often get people out to the game lab to play commercial games, play the games we develop and talk about both. Learn classic games: cards, chess, backgammon, etc.

2. Ergonomic work stations for everyone - I can never return to a traditional desk. I need to be able to sit or stand and still work

3. Large TV in the studio would be nice for demos and lunch time cartoons, comedy

4. Basketball court somewhere nearby to shoot some hoops at lunch or during a break, get some fresh air!

5. Studio blog - for everyone to just post interesting, fun, tips, tricks, websites, other blogs, news

iTunes game - I have been thinking of this for a while. Many of us share either our whole music library or a portion of it. I thought it would be fun to create a mix with a theme that my listeners would have to figure out. The first correct guess would earn a cool prize.