

10 / FIELD TOOL

MAP OF STARS

Your life is part of the work. Build the map on purpose.

Every experience becomes a point of light somewhere on the map. When a new brief arrives, creativity often begins by drawing lines between points that did not appear connected before.

01	A place that changed me	
02	A person who shaped how I see the world	
03	A failure I still remember	
04	A strange job / skill / obsession	
05	A book, film, song, or piece of art that stuck	
06	A family story	
07	A moment of joy	
08	A hard season	
09	Something I notice that other people miss	
10	A world I know unusually well	

Do not ask what these are “for” yet. You are adding stars.

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Use the map to make a fresh connection on a real brief.

The problem I am solving

State it without talking about the execution.

Three stars I might connect to it

Pull from places that have nothing obvious to do with the category.

The unexpected connection

What changes when those things touch?

The idea that could grow from it

Keep it rough. Protect the spark before you polish it.

What I need to experience next

What would make my map bigger outside of work?

You do not need one sky. You need a room full of them.