

EPISODE 101

NICK JAFFE



CRAFTY CREATIVITY



Nick Jaffe 00:03

It was a long time. And that became an obsession with an idea. And it became an obsession with finishing what I said I was going to do. I ended up in this weird niche where I specialize in blue blankets and Canvas rugs and like leather goods. It's the complete antithesis of technology. My energy is changing, you know, from being able to hyperfocus and redirect huge amounts of energy into something and now it's turning into more things over a long period of time.

Chris Meredith 00:49

Hello, and welcome to the Common Creative podcast. My name is Chris Meredith,

Paul Fairweather 00:53

My name is Paul Fairweather.

Chris Meredith 00:56

And we're on a mission to lift the lid on creativity in the workplace and beyond. And this week's guest, Nick Jaffe is somebody I think it's a man who has the idea of not just being a creative thinker, but a creative deliverer. He's done so many different things. He's solo sales almost around the world. He's built a business around Canvas products, leather products, but he's also a philosopher thinker to Paul, what did you learn from it?

Paul Fairweather 01:26

Chris, one of my favorite quotes was given to me by my late friend Carl was the worldly dream is the world leaves do is what the world really needs is dreamer set to just. And I think this epitomizes Nick, you know, he is a dreamer, but he's a doer. And he has fantastic insight about what you can and can't do and how to go about it. So, yes, for anyone who might be stuck or really wants to get more done, then this is an unusual way to do it. So please listen further to what Nick has to say.

Chris Meredith 02:04

Let's get the in Nick,

Paul Fairweather 02:07

Nick, welcome to the common creative podcast.

Nick Jaffe 02:10

Thank you.

Chris Meredith 02:11

It is a great pleasure to have you on the show fella yachtsman photographer. I'm very excited to have a chat.

Paul Fairweather 02:16

So Nick, just to start out, we normally ask people to give us a bit of a part of history very quickly. But in your case, I think that might take up the whole show of war. So can we just ask you, what are a couple of the turning points in your life that changed direction or made a big difference?



Nick Jaffe 02:33

I think the first big thing in my life that changed my direction was when I was 16. And I convinced my parents that I was going to leave school. And I left school, and I started work as a software developer. And we lived in outer Melbourne and I couldn't drive a car, it was too young. So I would spend a couple of four hours two hours each way or more actually, I'm travelling into the city to work. And that was yeah, I won't go too much into too much detail about that. But that was a big turning point was leaving school and starting work. And a second big point, I think, was around the age of 21. When I realized I wasn't sure I wanted to sit at a desk for the rest of my life. I really loved software. But I could sort of see the writing on the wall about that. So I left that job. And I went to university and I studied Fine Art, majoring in photography, that was a big turning point. Another turning point I moved to Berlin. For another turning point, I bought a sailing boat on a whim and sailed. Yeah, two thirds of the way around the world on my own. From Europe back to Australia. That was a big one. And another turning point, I started a business with a very good friend of mine, with whom we worked together very closely for seven or eight years. And another turning point was that it ended. I went out on my own and, and then another one I met my partner led and we have kids now and we bought some land about a year ago. And now we're up to date, I guess on their big, big changes. There's lots of detail in between that. Yeah,

Chris Meredith 04:16

Nick, let me ask you about women. I mean, a lot. I could think of maybe two or perhaps three turning points in my life you just listed I don't know, and it sounds like a lot of decisions are made very instinctively. And I'm just wondering if you would recommend making decisions like that?

Nick Jaffe 04:35

I would if you can follow through. And if you know yourself, you know, and and I think I started really learning a lot about myself from from that time when I left school, you know, because that was a big move for for someone who at 16 and I really had to pull it off because I had to convince a lot of people that I could do it and and was a lot of work, you know, because I still actually, I still went to school, I quit school. The deal with my parents was they said, Well, yeah, you can quit. You can not physically go to school, but you've got to finish school. And so I thought, well, how do I figure that out? So I actually called up the School of the Air, who let kids study over radio. And I said, Well, I can't go to school anymore, because I'm going to work. So can you guys help me out? And they said, Yeah, okay. So I would get these little packets in the post every week of schoolwork. And so I would work 40 hours, plus five hours of travel a day, five days a week. And then I did my school, by high school on weekends in post packets. And that was my life for a number of years.

Paul Fairweather 05:44

Wow. That's amazing. They've changed the system, in Queensland at least. And I have some friends whose kids don't physically go to school, but it's not school, the air is like a correspondence school. I just wanted to follow that I love the thing you said, it's okay to on a whim, as long as you follow through on it. Now we were introduced by my old friend, Samantha Bell, Sam Bell, who ran the do lectures in Australia New, I think connected there by you gave her a talk to us. But she calls you that 21 day, man. Why does he call you that?



Nick Jaffe 06:20

I can't remember this specific project that was in reference to or where it started. But she sort of just made this observation that I could pull off a lot of work in a short amount of time, you know, I could bootstrap something very quickly, or I could build something quickly. And because I work for myself, I'm self directed and I can manage my time. So if I suddenly fixate on a project or an idea, I can basically let everything else go. And I can hyper focus on that thing. Well, through that I can do things maybe not always within 21 days. But I think that's what she observed, I think you would have to ask her specifically what she observed.

Paul Fairweather 06:58

That's why she observed, like, flippy, we were talking about it earlier, and you said that you thought about it quite often, because now you have kids to expand on that. Yeah,

Nick Jaffe 07:06

So I do think about it quite often, because I have kids now, a one year old and a four year old. And we have this 13 acre property that we're trying to build a house on. And it's a huge project. It's huge. And I'm in a shipping container. Now that I converted this to my workshop, I have two shipping, where we have three shipping containers, I work out of two. And we live in a tiny house that I built. And this is sort of all temporary infrastructure while we build quote, unquote, the proper stuff. And I had to lay a gravel path from the tiny house to my workshop. And normally, I would do that very quickly, I would sort of just move all this gravel, and I decided to notice I say, Wow, this gravel path is taking a long, long time. And what it ended up being was this incremental gravel path. And I would think about Sam and I was like, all the 21 day man has gone down. And I would do a wheelbarrow of gravel every couple of days. And I thought, I wonder if my energy is changing, you know, from being able to hyperfocus and redirect huge amounts of energy into something. And now it's turning into more things over a longer period of time and incrementally. And I started to think, you know, was that a bad thing? Or is that a good thing? And I started to think that that was a good thing.

Chris Meredith 08:19

I believe we should call the past a 22 day man in difference to that point, by the way. If you put each thread down, so essentially the hyperfocus is something I identify with. I know sometimes when I'm really focused on these people will try and talk to me and they don't get any reply. They think I'm ignoring them. I'm actually kind of absolutely focused on my tasks. I have no idea they're there. So is there a downside to this sort of hyper focus? What does it cost you?

Nick Jaffe 08:47

Yeah, it definitely has its costs. And I think sometimes I will, you know, do something instinctively and hyper focus on it. And then I realize that maybe I should have slowed down a bit and thought a bit more about that. Because, you know, and sometimes it catches me out. And sometimes it doesn't, sometimes I just, you know, go ahead and do the thing. Everything works out well. But you know, sometimes I do make mistakes, and I waste some time. But at the same time, I always learn something. I think in terms of other people, you know, I'm not a sociable person, you know, I don't think and I am able to hyperfocus because I don't socialize a lot. I don't drink, I don't smoke. I don't watch TV. I don't have any of those distractions. It's all on the thing.



Chris Meredith 09:40

for people listening. I just explained kind of what, what I know about you, you're a photographer, you're a US person. You've got a business, you're into micro hotels, I've seen somebody on Airbnb, you're a writer. You make ambled leather handles for land. There's a huge array of Things you've accomplished, all of them seem individually. Super exciting, super creative, is what binds them together? Or maybe it's nothing, maybe it's just kind of novel than what binds you together?

Nick Jaffe 10:12

I used to worry that I used to think, oh, you know, I need to be a 10,000 hour person. And Deuce does one thing. And, you know, you learn, you see a lot of that, you know, all this stuff in the world, trying to influence you to be a certain person, or you can only be successful if you do a certain thing. And, you know, at the end of the day, I started to think well, yeah, what is all this? What ties all this stuff together? And then the answer is very simple. What ties it all together as me, you know, and here's just things. I just, I just love doing, I love spending my time doing the things that I want to do. And if that means making a leather door handle for Landrover Well, that's what I'm gonna do. You know what, I'm gonna make it really awesome. And, you know, maybe I'll scale it up and sell it. That's what I do.

Chris Meredith 11:04

So the message there sounds like the message that is lifted, do what you love, kind of be selfish in a good way. Would that be fair, but be careful of your message to the world?

Nick Jaffe 11:15

Yeah, and the word the word or expression selfish is something I also ponder a lot, you know, and I do sometimes another thing we see a lot in, in today's world is that you, everything has to have a purpose and everything, you you have to be helping people and, like, directly. And I think about that a lot. And having kids has definitely made me think about the idea of selfishness a lot as well as

Paul Fairweather 11:45

So, Nick, I just did some quick calculations, there's 441 hours in 21 days. And it's right 10,000 hours by that it actually is 22 projects. So you are the 22 project, man now, if you want to be

Nick Jaffe 12:01

cool.

Paul Fairweather 12:03

But Nick, I had a question and I'm really interested in this thing that you're talking about with Chris, and the answers, and how you get this idea and your focus and focus. Yet, you know, you had this eight month sailing thing when you were by yourself. And except for staying alive, you're doing nothing else, I'm assuming, yeah, I know, you were videoing yourself, and, you know, credit, documentary and all that. So you were not not productive. But that's obviously a very different, you know, space that you would have been in for that, that eight or nine months, rather than where you are now where you have an idea, and you just do it again, scale it up? What hell, how did you think when you're sitting out there, you know, with nothing much to do.



Nick Jaffe 12:44

It was actually four years. So from the inception of the idea, to actually landing in Sydney, it was four years. So it was a long time. And that became an obsession with an idea. And it became an obsession with finishing what I said I was going to do initially when I bought the board, and I'm looking at charts, and I'm looking at weather and seasons and everything, I was like, oh yeah, this will take nine months, I couldn't do that. That'd be a cool trip. And we Yeah, four years later, I got home. So the idea that there's nothing to do at sea or anything like that, I mean, there's so much to do, there's so much to do. And that and when I say so much to do, often, there's so much to do, and doing nothing, you know, it's I used to have this thing where I would stand in the cockpit for hours, like hours and hours and hours meant like an entire day, you just stand there and the boat is constantly moving said never stops moving. And you just sit there and you balance in this weird way. And you just like to look at the sea. And there's just this incredible array of things to observe. And just think or not think and there's many things on a boat that need to be constantly looked after. I mean, you're in a 24 hour cycle, like time doesn't exist anymore. You work when you need to work, you fix when you need to fix and you rest when you can and you eat. So like time just is thrown out the window. And you know, there were some big passages there, there was the 30 day passage or 27 Day passage or the 28 day passage, there were these big chunks of time and I loved those the most I loved those big chunks of time alone.

Chris Meredith 14:29

So, when you landed did you have your next project planned? I was the reason I asked that is because I'm wondering if that experience of spending solo alone so long kind of a form of meditation, I guess you'd say and just looking at the ocean allows your brain to kind of wonder and think about what you want to do what so I'm worried it helps you did it Springboard you to your next project, or was it an end of itself?

Nick Jaffe 14:55

It did. You know, so I came back at the end of that trip. And I think I was maybe 29 or 30 paper or 29, I think when I finished that trip, and I came back, and after such a huge experience, you know, a lot of people are like, either I remember, some people can't remember who they were, they sort of said to me, they're like, Nick, you're either gonna just like keep going and being some type of sea Gypsy, or you're going to become a merchant banker. You know, like, there were these two, these two extremes. And I sort of ended the trip, and I was sort of over, it was exhausted, I was very tired. I was very poor for a very long time, like four years with no money just like constantly trying to get by. And I just sold the boat. And I was like, "What am I going to do now?" And I was always thinking about business ideas. And as a sort of reluctant businessman, and that the business ideas were like trying to come up with things that I could do that were interesting, but that would also support a lifestyle of basically doing whatever I want. Yeah, I sort of then went into business with my business partner, and we were doing tech stuff. Basically, that's what the website I moved into, and we took, we took a lot of risks. At the end of that trip, I felt like I could do anything, you know, like nothing was to be at greater risk.

Chris Meredith 16:19

because I've seen clips of your documentary that the boat was very small, quite old, prone to all sorts of failure, you overcame all sorts of practical obstacles on the way. So I can absolutely understand why



you'd say if you can take a tiny crowd, tiny, frail craft like that, across the world. And yeah, why wouldn't you be able to achieve anything? So I'm wondering, should everybody go sailing?

Nick Jaffe 16:43

I think everybody should. Yeah. And I mean, it doesn't necessarily have to be sailing, but everyone should go on like this insane sabbatical? For sure. I think mobile phones would be a better place if everyone did that.

Paul Fairweather 16:56

So Nick, do you say it also, after you finish the tech business, you felt you could do anything because you took so many risks.

Nick Jaffe 17:04

So the tech Fest was really hard. We achieved a lot with very little resources. You know, we started a business, we virtually walked down Elizabeth Street, Martin and I, my business partner. And we started a business with \$2 each, and we walked into Bendigo Bank, and we put \$4 on the table. And we started our business. It was called it and it still exists. It was called a service source. And it was a fun name. And we were going to do web hosting, but like not just generic web web hosting, we're gonna do something special. And yeah, we ended up building servicesource into a really awesome company. And we owned a lot of physical infrastructure. And we put a lot of money into that project. And we also built a co-working space in parallel. So we had a really cool office to work out of. And so yeah, we built these really cool things from \$2 Each, it was pretty amazing. By the end of the business stuff, I was tired bikers, you know, right.

Paul Fairweather 18:08

So, tell me about the making that you do now, with the leather and Canvas goods and stuff. I see some rolls or stuff behind you. Yeah. What are you actually making or do you outsource?

Nick Jaffe 18:20

I physically make everything and you can see the rest of this shipping container but it's full of sewing machines. There's four side machines here. And what you can see behind me, Canvas pre-cut, I've cut canvas, pieces of canvas, which I sew into the sort of outdoor Canvas rugs for a better word. So I've ended up in this weird niche where I specialize in wool blankets and Canvas rugs and like leather goods. It's the complete antithesis of technology. But I just love coming into my workshop with my sewing machines and just concentrating on making these really beautiful things completely on my own. We are

Paul Fairweather 19:18

fantastic. And I love your army wool blankets I saw on your site and I always love I don't. I could probably say this right, but I'm a Rinka couple. Do you remember, though? They used to make wall blankets? I think that's still around. I'm not quite sure. Do you know, nowadays? Is it wall manufacturing or was wall manufacturing in Australia? And I'm not quite sure if they're still around. But yeah, and I really like it. I can feel that sort of, you know, warmth but slight coarseness to, you know, like they're not, you know, that sort of utilitarian war.



Nick Jaffe 19:54

Yeah, they're very utilitarian. They're not, they're not finely woven Merino. Get out. And I, I love Matisse like I love materials, you know what I love, I love you know, this canvas behind me is, is spun and dyed and woven in. In New South Wales. It's like the last place in Australia that does it. And I saw my materials, the little eyelets that I punched into the side of the canvas come from a factory in Melbourne that was converted from Steam, you know, to electric, and they still make these little eyelets like I just love this stuff. So

Paul Fairweather 20:36

the wall as well, what about the blankets today? Are they made in Australia, so

Nick Jaffe 20:40

the wolves are a really tough one for me, because there's only one mill left in Australia. And it's actually in the north of Tasmania, and I've tried many times to collaborate with them and to buy wool from them. But it's unfortunately been made pretty much impossible. So, the best that I've been able to do is that this wall is made from recycled woolen garments that are sourced in Australia by a company and then it's shipped to a family factory in India, race torn apart, responded, and then shipped all the way back. And it's crazy that, unfortunately, that's how he is, yeah. So that's where the stuff is.

Paul Fairweather 21:29

Wow, well, that's amazing.

Chris Meredith 21:31

What about the kids? They think it's a waste at the heart of this question . Do you reckon if one of your kids said I want to give up school at work, you'd be able to say, Yeah, go for that. That's kind of how, what do you want for them that you weren't allowed to do? What was what life taught you that you want to pass on to those kids?

Nick Jaffe 21:52

You know, I think in having kids, you know, if they said they want to quit school, and they want to go do this, this thing? You know, I feel like I would support them. I think the thing that I have done that I would find very difficult if my kids decided to do would be some type of high risk activity. So they're going to sign you in a 26 foot boat across the Atlantic alone. Like if I really understand my mom's concern. Now that I help marriages, yeah, like I didn't, I was very, I just, I kind of got mad I was like, Mom, why don't you just support me? This is amazing. Why can't you just support me? In doing this thing? You know, why are you always telling me not to do this or not to take risks. And having kids now I really understand that I just cannot, I cannot for a hot second. Imagine losing them or anything. I just, you know, I sit in bed sometimes. And I think about parents in war torn zones and almost come to tears, you know, I just can't imagine. And so if they say they woke up tomorrow and said they're going to be the youngest person to sail around the world, I would find that very difficult.

Paul Fairweather 23:09



Nick, I used to host TEDx Brisbane. And we had Jessica Watson do a talk for us. It was amazing, because her thing, you know, I thought about resilience and all that. But her thing was about preparation. That was her topic. And her idea was about how to be prepared. And I suppose he would have been in her early 20s. When she did this 10 years ago. And I was shocked at how small she is. Now. I can imagine how big she was not when she was 16. I have a 16 year old son and my daughter turned 14 years old today. And I could not imagine either getting on a bike. I've done a fair bit of sailing myself. Never well offshore, but only sort of up the coast of Queensland. But I cannot imagine it so yeah. So it's interesting, isn't it? No, you didn't do that when you were 16. But it is. It is a challenge, isn't it where we want to let them free. But we also want to protect them at the same time.

Chris Meredith 24:15

I'm wondering if we should bottle the inner teenager but actually that's when your mind is at its clearest, and that the ignorance of the risk is a very good thing and you take on things that others tell you not to. And maybe there are downsides to it. But there's so many upsides and the optimism of being a teenager is something we should celebrate. We should bottle, maybe we could all politicians should be teenagers and we'd be in a great space if we did that.

Nick Jaffe 24:42

It's a tough one. And yeah. Jessica Watson, Jesse Martin both achieved crazy things at a young age. It's, I can't imagine what their parents were thinking. I don't want to think about

Paul Fairweather 24:56

so Nick. I watched it the other day, Michael J. Fox. It's a cynical still, and it's really fascinating. And actually what, what I just made a connection with is that when he did back to the future, he was full time on family ties. And he did Back to the Future at nighttime, a bit like you're going to school and working for tech. And you know, and he was very young, and he had a lot of energy. And it's really interesting watching him now, you know, when he still has that energy, but his body doesn't doesn't, you know, allow him to, to do the things that he wants to do. But he keeps on pushing himself. And I suppose it's a, it's a minor version of what you're talking about, you know, that, you know, other than 21 Day mean, you can't do the past and 21 days. So I think it's really interesting if you've seen the movie, but it is actually fantastic. But it reminded me of you when you said, you know, I worked in the day and did school at night.

Nick Jaffe 25:47

Yeah, I saw the trailer for the film The other day, and I really looking forward to it, to watch again and I get I like being able to do so many things. I mean, I still do a lot of things. There's no doubt like this, the amount of stuff I've done in the last 12 months when I think in retrospect is crazy. But I think there's so many hours in the day, if you can just use them, I think it's really quite possible to do a lot of things, if you focus and use your time well, and you've got to you have to love doing those things, obviously.

Chris Meredith 26:19

So what are your tips, cuz I put it out there, I'm deeply jealous, you seem to be able to anything you want to, you seem to kind of have this, if you'd like to feel freedom is what you found, I think, what are your tips, but for the rest of the world?



Nick Jaffe 26:36

You know, sometimes I think when people sometimes come to me, and they want to do something, and I just say, Well, you know, just go and do it. You know, that's a really simplistic and a little bit of a lame thing to say, because there's so much complexity. And I mean, I have thought about using my time, the way I want to use it for so long. And I've sort of engineered my life for so long in a certain way to be able to do those things. That it's not, it's not, it's not easy to suddenly just flip everything upside down. And you know, like if you've got kids and debt and you want to go sailing across the ocean? Well, you know, I also can be really blunt. And I say, Well, unfortunately, you can't do that, because you made a series of decisions prior to this one. And they don't allow you to do that. And I'm sorry, but that's sort of just the way it is. So you're going to have to come up with something else. Or you're going to have to spend the next five years rearranging your life and your relationships and your Finances so that you can go and do that thing. And so I just, I don't have a simple answer because you know, to be able to, quote unquote, do your own thing. It takes a lot of time and energy and I don't just live my life literally just whimsically walking around doing my own thing. Even though sometimes I think to other people, maybe it appears that way. But there's a lot of energy and thought and time that goes into it.

Chris Meredith 28:08

Actually, I'm thinking, Nick, I'd like to read the chief guide to time management. No seriously, I think you know how to harness time to deliver what you want. And there are so many people that don't have the time to plan for them. So I'm not suggesting it would be kind of the ultimate diary that would have time slots, a biggie I think you think very hard about your time and not spending it with distractions, like the TV and so on. So it's free for you to do what you want. So that would be great. If there's a free idea of where you like it.

Nick Jaffe 28:43

I think I think a lot of it, you know, I assume at a very young age I felt like I needed to be doing things in a very interesting manner. And I would feel guilty if I was wasting my time. And I don't know where that comes from. I honestly don't, and maybe it's unhealthy. And maybe it's some type of OCD or anxiety or, you know, perfectionism, I don't know how you want to diagnose it. But another thing is, with time management, you can really get sucked into stuff where there's people doing, you know, they wake up at four in the morning, they got to do this and then they've got to eat this and exercise and do that. I remember hearing something about Kelly Slater, the surfer, you know, and surfing is one of those things where you've really got to be following the weather of the elements. And he said something about an interview where he just wakes up when he feels like and he goes for a surf when he wants to. He can only like Kelly Slater not waking up at 4am Chasing waves. He's waking up at 10 making a smoothie, you know, but he's still top of his game. And I think that's interesting.

Paul Fairweather 29:52

Nick, I read it somewhere. It was not entirely what sort of summed up your thinking. I love that whole thing about what might be going to go back five years or wait five years to do You saw that you can do anything you want, or you can try anything you want, but you just can't do everything and which I think is sort of, you know, pile of what you're saying. I just wanted to link back to one of our very early guests, a mate of mine, a sculptor called Steven Hart. I think you'd probably love his work. But he, he called his



studio, the Museum of time spent in so it was all, you know, like all his work at any card, this little sign only about sort of an inch high out a little timber letters, you know, looks like something that's been put out a machine, but he just, he carved those. So it was all about that all about, you know, this is the Museum of where he's put his time. Which are which I think you have: a portfolio of time spent, a portfolio life of time spent.

Nick Jaffe 30:47

Yeah, I'm very lucky. You know, it's a lot of luck, as well. And people don't like to talk about that or think about that. But you know, it's true.

Chris Meredith 30:56

I'm quick question about creativity. This is this bad out of a bunch of shows we've done recently on how the brain comes up with ideas and neuroscientists and academics, how does the brain come up with ideas and one of the big messages that the brain needs to be allowed to wander, it needs to come and wallow in things, it needs to not have an agenda, if you like, and I think can have your creative output is phenomenal across a whole range of different kinds of fields, not just art, not just production, not just software, because of a whole range of things. Is that something you're aware of? Do you think what is wondering allows the brain to kind of free flow? If you like, is that something you're conscious of? Do you promoted? Do you think it's important? What do you think?

Nick Jaffe 31:46

Yeah, I think it's, and I think back to my sailing, she and I had so much time to wander and think and dream and read books. And then I would come to land. And I think especially with the advent of smartphones and stuff that was a real game changer to attention. And I definitely noticed that and I remember I did a second voyage, that big one, you know, in my 26 foot boat that took four years, and that was just pre smartphone era. And I did another voyage across the Pacific again. But I did it with a friend, a mate of mine, and in a slightly larger 32 foot boat, we crossed the Pacific. And that was in 2013, I think so we'd had the iPhone for a while there. And I remember the first couple of weeks of our voyage to my case, 37 days, like it was some serious withdrawal symptoms, you know, like attic. I really noticed that I was very conscious of that. And I think one of the things today is that those times where you're sitting in a queue waiting for something, or you're sitting at what you know, at a bus stop or whatever, you might just be staring at a tree thinking, now you're doing the pickup. And I think there's a lot of things lost there. And I think when I do my sewing and stuff, I have a lot of time to just let my mind wander, which I enjoy.

Paul Fairweather 33:10

Do you have your phone in your studios? I'm interested to know that because do you have Yeah, from pickup, though.

Nick Jaffe 33:16

So I have two containers. And I have in one container I have, you know, like my computer and stuff for managing, you know, orders and ecommerce stuff, and ordering stuff and all that sort of thing. And that's where my phone charger is. That's where all that is. And I pretty much don't unless I'm expecting a call or if there's something that I need to find the phone and everything stays in the other container.



And this container I'm just doing. I'm just doing sewing because there's just sewing machines in here. There's no sewing machines. And the other one, the other one's more like, I'm preparing work. I like looking in order or responding to someone or something like that. But when I come into this workshop, this is where the sewing machines are. And this is where stuff physically gets made. So I don't have my phone in here because it annoys me and distracts me. And if I make a mistake and the canvas or leather like that's it like it's wrecked, I have to start again. So, you know, it's not like when you're doing stuff in digital, you're like God, I'll just fix that in post. Like you can't fix it, whether it posts you know. Yeah,

Chris Meredith 34:21

That's a great rule is just you need the technology, we all of us have to kind of work with it to make life happen. But separately it has places to create places to think where you're free of it, and then have a place where you can need that. And I think other than many people do that. Pick most wins. Here's a phone right by me right now. And so the joy of liberating yourself from that or the power of liberating yourself. It's just really important.

Nick Jaffe 34:50

Yeah, that's hard. It's crazy how addictive it is. There's no doubt. No doubt.

Paul Fairweather 34:55

It's incredible. Well, Nick, we want to thank you. Fortunately, our time has come to a close, I want to thank you for taking the time to come on to the computer, which is in your, in your making.

Chris Meredith 35:11

That's a good flight. We're talking to you all. It is a full

Nick Jaffe 35:15

week. But this is where I do my writing as well. So I brought my laptop in. But it's portable. Right? I take it out. So that's what we're doing now. We're on my laptop. So yeah.

Chris Meredith 35:26

Before we go, how can people find out more about you? If they were interested in your Canvas products, or door handles or what have we found out more about it?

Nick Jaffe 35:34

I think just about the website, Nick Jaffe Jaffe is an unusual name. It's spelled J A F F E. Nickjaffe.com.au. And that, from that website, it links out really to all of my stuff. So it's, you know, so that's the central point for finding out more. Yeah,

Paul Fairweather 35:52

I like it. I know it's Jaffe, not Jaffa. But I'm thinking of it, thank you the whole Jap, a Jaffa experience of, you know, the bright red, the outside and the chocolate on the inside and as a different textures, different flavors, and different amounts of sugar. So, Nick,



Chris Meredith 36:08

Thank you so much.

Paul Fairweather 36:10

Thanks, Nick, you've been, you've been great fun and very, you guys come up with some really amazing insights into creativity and creative thinking. Thank you so much.

Nick Jaffe 36:17

Thank you guys. Thank you. Cheers.

Paul Fairweather 36:22

Well, Chris, if yes, yet again, blown away by someone from a different perspective, their insight about creativity in life and this list?

Chris Meredith 36:31

Absolutely. And it I'm going to watch out, I'm gonna have to switch off all my technology or at least find a space where I'm going to take get rid of my phone or my laptop, so I can think and be creative, but also end up his insights about it doing things on a whim, if if you can follow through and you know, yourself, then yes, you should. And hopefully somebody listening or a politician, somebody will think about that idea of all of our leaders being teenagers because of that optimism and sense of adventure they have.

Paul Fairweather 37:01

Chris the bit that I took from it, which really resonated with me about that, getting phone calls as hyperfocus. But he said something almost over as a sort of a side. But he said everything else drops away. And I think that's the thing. You can only hyper focus on one thing if you put everything else to the side. And I think that's that, that's such a clear building. I'm trying to focus on this, but I'm also focusing on what I've got to do. So he's obviously got that ability. I loved his own observations about as he gets a little older, that he's less able to do that. Be that 21 day, man, but he's able to 22. We've got 10,000 hours out selling . I look great. Thanks for joining. If you've enjoyed it, please leave us a rating preferably five, leave us a review. But most importantly, tell your friends to share it. And because there's lots of learning from Nick.

Chris Meredith 38:01

The world needs more creativity. We all need to think of new solutions to difficult problems. So tell your friends and store this for next week's show on The Common Creative.

Paul Fairweather 38:12

Cheers





NICK JAFFE (Special Guest)



Paul Fairweather - Co-host



Chris Meredith - Co-host



Two Common Creatives

