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All Heart
What you can learn from Mindy Kaling, Superman, and Aristotle. PAGES 62–76

Go the extra mile.

Be creative with a reason.

Stand for something larger.

Work hard for what you want.

Talk a lot (but listen more).

Break-dance to your own beat.

Take the time to help people.

Be reliable.
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Tiffany Shlain
Filmmaker and Webby Awards Founder

What's essential to your creative process? “There are times when I’m working on 12 films at once; I’m also a very involved mom to two young girls, so I have to be incredibly efficient. I’ve learned that, for me, that means not only maximizing the times when I’m feeling creative, but understanding the rituals that allow me to be creative. My family and I are on our fifth year of what we call our ‘technology Shabbat,’ in which we completely unplug for one day a week. Having that day is one of the single greatest things I’ve done in my life to be more productive. I avoid burnout because I know that, no matter how crazy things get, there’s always an end. There’s always going to be a point where I’m just hanging out with the people I love the most. It’s like pressing the reset button on my energy level each week.”

Tiffany Shlain has premiered four films at the Sundance Film Festival, including the acclaimed documentary Connected: An Autoblogography About Love, Death & Technology. The second season of her Emmy-nominated AOL web series, The Future Starts Here, begins next month.