

Anne  
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# Digital Creativity Log

An interactive tool



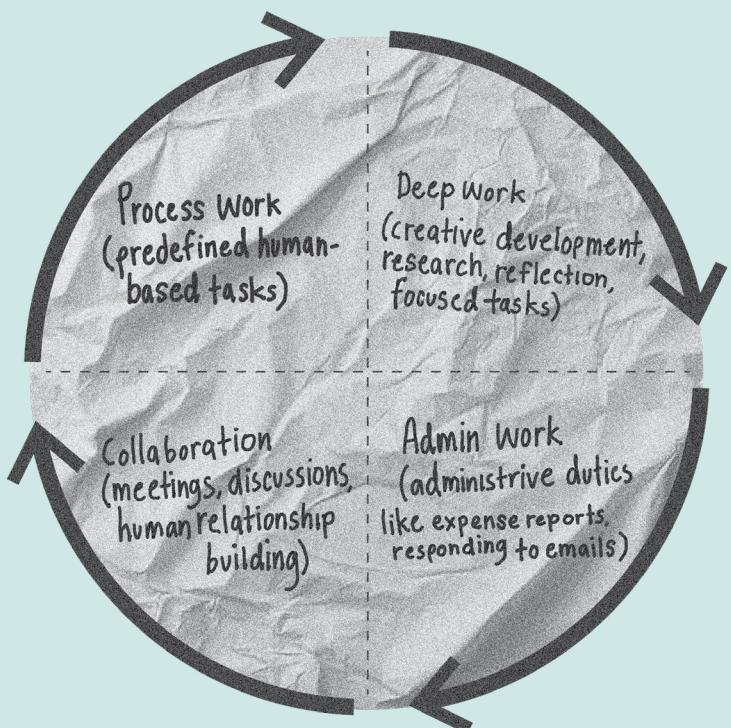
by Anne Jacoby

# Work categories

## Instructions:

During a typical two-week period when you're working, commit to logging your hours worked in each activity category, as well as a brief feeling. (You can use the emotions provided below or choose your own.) Log when you felt most creative. This might be "on my morning walk" or "brainstorming with colleagues after lunch."

By the end of two weeks, what have you observed? How might you shift how you spend your time or build the conditions to be more creative going forward?



## Activity Type

1. Deep work (creative, reflective, analytical thinking or activity, flow state)
2. Admin work (emails, paying bills, etc.)
3. Collaborative work (conversations and partnering with others)
4. Process work (core job duties where there may be a defined playbook or process)



# 2 week creativity log

## Work categories

**Deep work**  
(creative development, research, reflection, focused tasks)

**Admin work**  
(administrative duties like expense reports, responding to emails)

**Collaboration**  
(meetings, discussions, human relationship building)

**Process work**  
(predefined human-based tasks)

Day	Deep	Admin	Collab	Process	In 1-2 words, how do you feel today?	When did you feel most creative?
Example 1	2.5 hours Fulfilled	2 hours Frustrated	3 hours Energized	2.5 hours Accomplished	Productive and engaged	After my morning walk
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						

# About me



I'm on a mission to cultivate creativity at work. After an early career in the performing arts, I made a pivot to corporate life, where I spent 15+ years building and scaling high-growth companies.

My *a-ha* moment was realizing that creativity in business is essential. Accessing creativity leads to more productivity, well-being and belonging. It drives innovation. It strengthens culture and improves organizational mattering. As CEO of Spring Street, I partner with leading organizations to assess their culture and strategy, design and deliver learning experiences, and provide leadership coaching.

My first book, ***Born to Create***, helps spark personal creativity, fuel creative leadership skills, and set organizational culture ablaze. Through engaging stories of artists, entrepreneurs, and business leaders, each scene delivers examples to build creative confidence and resilience, lead others in the creative process, and foster a thriving creativity culture.

You deserve to be inspired by your work. I'm thrilled to share creativity tools and insights based on my work with hundreds of companies, as well as my own creative entrepreneurial journey.

**Creativity  
changes  
the world.**

Let's start with you.

**Anne  
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# Thank you



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*Creativity at work*

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