

PERFECTIONISM

As you learn more about your work and how it can be improved, you might become more and more obsessed with the detail. This is natural and appropriate, but it can trigger perfectionism in a practitioner who has high expectations of themselves. Having high standards is great, especially in meaningful design where integrity and clarity of values and purpose are so important. However, perfectionism can also be a thorn in your side. It can even prevent you from delivering on time... or actually delivering anything.

Perfectionism can be a blessing and a curse—be careful of its shadow side. It's important to learn how to let your design go. If you are putting lots of effort into small changes that only result in minor improvements, it's time to stop and say, 'We're DONE'.



TIP

YOU CAN KEEP
HONING YOUR WORK
UNTIL IT IS PERFECT, BUT
THERE IS NO SUCH THING.
LEARN TO LET GO.

this human

DELIVERY

EXERCISE 7.3