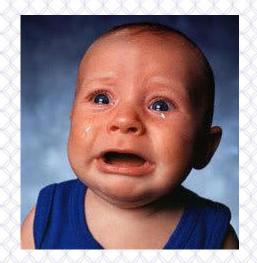# Not Listening – The secret to my success

**Imagine for a moment you are building a house and you demand
the builders of the house live in it whilst they build it..**

I get wet! This house sucks!

Where are the walls! This house sucks!

This is never going to be a house! Lets quit!

I always imagined my house would have paint, this one doesn't! What are
The architects even doing!

**Now Replace the Builders with Developers
and the house with a game in production..**

As developers, we **live** in the games we develop and there are those who can see the vison of what the game will become and those who will not be able to grasp that vision.

If you listen to every negative and rather obvious thing that gets said about your game you can become negative too.

You need to reassure everyone the walls are coming, the roof is coming, everything Is in schedule to be built! Calm down! You wont be wet forever!

Except the pool..we can no longer afford the pool and replaced it with a bath tub

**Negativity Is a Virus That Spreads
vision holders are a Vaccine**

Weed out negativity and remove it from your team. Don't let people spread the virus

Don't let people present **problems** without a **solution!**

Don't let people state glaringly obvious negative facts about the game and use it to push a negative agenda!

Do not let people bash other people or the game you are making!

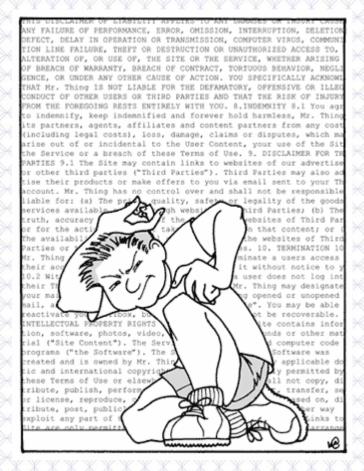Don't listen to those people who just **don't** seem to change and **never** have constructive feedback..

Be clear on your vision and sell it, sell it hard.
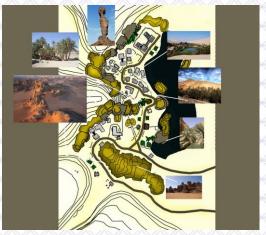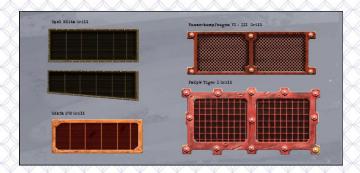
A Picture Tells 1000 words

Avoid walls of text..

A Picture Tells 1000 words

- Sniper Elite 3 Design Imagery and Concept

A Picture Tells 1000 words

Saturate the office in screen grabs from the **best of the best** maps/gameplay from the genre you are making
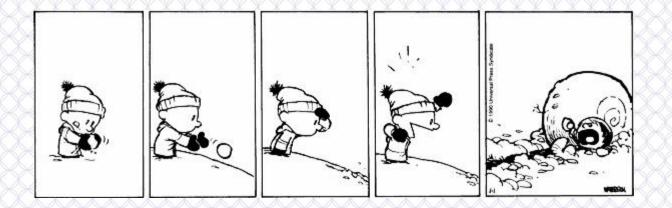
The walls should be covered in **concept** for **features** and system designs

Get everyone **knowing** the answers to the questions that you do by **supplying** them the information.

Do not listen to negative people unless the present in a constructive manner – and bolster those around you who are positive with information to empower them.

Get everyone to **believe** in your game and eventually the negative virus is weeded from your team and everyone will stop listening to negative people who wont change because they **know** what they are making.

Create a snowball effect and make more visionary's and get everyone to **believe** in what they do and **know** why they are doing it.

Passionate people make amazing games.

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