

Stop Trying to be Perfect and Start Being Remarkable



**THE BIG MOO** is an unprecedented collaboration of 33 of the world's smartest business thinkers, blending their best ideas on how you can remarkableize your organization. This all-star team includes Julie Anixter, Tim Manners, **Malcolm Gladwell**, Dave Balter, Promise Phelon, Heath Row, Amit Gupta, Marc Benioff, Kevin Carroll, **Tom Peters**, Carol Cone, **Randall Rothenberg**, Lynn Gordon, Jay Gouliard, Donna Sturgess, Marcia Hart, Jackie Huba, **Guy Kawasaki**, Polly LaBarre, **Chris Meyer**, Robin Williams Jacqueline Novogratz, Dan Pink, Dean Debiase, Red Maxwell, **Mark Cuban**, Lisa Gansky, April Armstrong, **Tom Kelley**, Robyn Waters, William Godin, **Alan Webber**, and Seth Godin.

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## PANIC AT INAPPROPRIATE TIMES

**P**anicking when something really bad happens is counter-productive.

The new Home Depot just down the street is having its grand opening sale—this is not the time to figure out a new strategy for your hardware store. It's way too late for that.

Imagine a potbellied, nervous, cigarette-smoking salesman, pacing back and forth in front of his office building. He's annoyed to be outside, but they won't let him smoke inside. He's puffing as hard as he can, anxious about getting back to work.

This guy is focused on solving the urgent problems in his life. And all those problems are about *today*. He's not focused one bit on losing weight or giving up cigarettes or understanding how tense he is. He figures that there will be time for that later.

Right now, he needs to panic about the sales numbers that are due tomorrow. He'll have time to panic about his health when he's in the hospital having bypass surgery.

The time to panic about his health is right now, of course,

while he can still do something about it. Taking action *today* on a long-term problem is easier, cheaper, more effective, and far less time consuming than waiting for it to become an emergency. The time to panic about his health is today. The time to panic about the sales numbers was last week.

Why not start panicking in advance? Why not start taking emergency measures while there's still a chance that those emergency measures will actually *accomplish* something?

Is your flagship product going to be obsolete in five years? You betcha. That means the time to start panicking about a replacement is right now, not in four years.

Every organization that gets into trouble falters because it waited too long to do the stuff that should have been done a long time ago. Panic early, not late, and your fire drills will actually pay off.