

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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CHEVY CHASE AND BILL MURRAY

Chevy Chase has built his career around two words: “me” and “now.” He was the first *Saturday Night Live* player to regularly use his name on television (“I’m Chevy Chase . . . and you’re not.”) and it made him the show’s first star. He was the first to be featured solo in magazines and the first to leave the show for the movies.

Chevy’s perspective was understandable. He didn’t know how long he’d be a hot commodity, so he was in a hurry to cash in. Along the way, he developed a reputation as someone focused on *his* career and *his* sketches. The result was a career that started fast—and then stalled. Here are some of his more recent films: *Goose!*, *The Karate Dog*, *Bad Meat*, *Vacuums*, *Snow Day*, and *Dirty Work*.

Bill Murray was Chevy’s replacement on the show. Bill got off to a very slow start. He hardly ever showed up on television. The writers didn’t want to write for him, because they were comfortable with the stars they already had. Bill suffered for months.

Instead of throwing a tantrum, Bill chose to focus on the rest of the cast. He became friends (or lovers) with many of them, especially Gilda Radner. Over time, he built up a reputation as someone who could be counted on and trusted. When he was on camera, he wasn't the only one. He built his career with two words; they were "us" and "later."

Bill took the same approach to his movie career. The result? Murray's recent films couldn't be more different than Chevy's: *The Life Aquatic with Steve Zissou*, *Lost in Translation*, *The Royal Tenenbaums*, *Hamlet*, *Rushmore*, *Ed Wood*, and *Groundhog Day*.

Remarkable doesn't always mean right now.