

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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FEAR VERSUS ANXIETY

Quick! There's an enraged tiger loose in the office. *Run!* Can you feel yourself running as fast as you possibly can? Heart pounding, taking the corners at top speed, slipping on the carpet, knocking over the watercooler?

That's fear. Fear is a good thing.

Fear saves our lives in the jungle, in the streets, and even at the doctor's office. Fear is one of the most useful emotions you've got.

Anxiety, on the other hand, is a killer. Anxiety is the false fear that corrupts your life. Anxiety is what happens when you imagine possible negative outcomes instead of embracing the reality of right now.

Anxiety is also the reason that organizations overstudy opportunities—and then hesitate to take action until it's too late.

Make a list of the last fifteen things you and your peers were anxious about. How many of them actually occurred? If you had ignored that anxiety, wouldn't things have gone a lot more smoothly?