

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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MAKING THE WRONG DECISIONS, SLOWLY

How did TiVo end up on death's doorstep? Here's a company that reinvented the single biggest influence in our world—television. A company that figured out how to make television work for the viewer, instead of the other way around. TiVo created a magical brand, secured a powerful licensing alliance, and had a huge impact on our culture—all with just a few hundred employees.

And yet they're out of money, can't keep a CEO, and are in danger of disappearing altogether.

The problem is that TiVo got scared. After they made it over the first few hurdles of financing and product development, they became focused on not blowing it.

Here they were, on the edge of greatness. They had enough money, enough time, and enough resources to get everything right. So they took it slowly and carefully, focusing on not making a mistake.

And that was the mistake.

Fail fast and cheap. Fail often. Fail in a way that doesn't kill you.

This is the only way to learn what works and what doesn't. TiVo had one remarkable idea, but they needed far more than that. You are going to make wrong decisions, no question about it. Make them fast and cheap.