

RESILIENCE

17. Swan Dive: A Guide to Getting On with Getting On. Nassim Nicholas Taleb's *The Black Swan* was an extraordinarily well-timed book. The black swan is an unpredictable event. If it's unpredictable, what, then, if anything, can we do about it? One answer is create "resilient enterprises" staffed with people in all positions who have exhibited a disposition for resilience. While we can hardly afford "redundant everything," policies and processes and projects and training aimed at increased resilience are very much possible—e.g., Microsoft helped employees equip their home offices when it appeared the swine flu might restrict the # of folks working in standard offices for a lengthy period.

18. Lifetime Employment Is Dead. Your Career Is Not. Electricians and plumbers and carpenters and the couple running the 17-table Italian restaurant on Main Street, your "ordinary" neighbors and the majority of us, have never in their wildest dreams imagined "lifetime employment." Well, neither should you or I as time marches/sprints on. The best/only defense is (1) work of great distinction and (2) networks that are both wide and deep. The ability to "think like an entrepreneur" is in fact widely distributed—the new immigrant single-mom with no college education, working two or so jobs, "gets it"—how about you?

19. "Failure"—Celebrate It! Whoever tries the most stuff wins. (All you need to know in life.) Hence, it is axiomatic that whoever fails the most wins—truly. Hence failures must not just be "tolerated;" they must, in effect, be encouraged—and, yes, celebrated.

Wisdom:

"Fail. Forward. Fast."—high-tech exec, Valley Forge PA

"Fail. Fail again. Fail better."—Samuel Beckett, Nobel Laureate, literature

"Success is going from failure to failure without losing enthusiasm."—Winston Churchill

"Whoever Makes the Most Mistakes Wins"—book title, Richard Farson and Ralph Keyes

"If people tell me they skied all day and never fell down, I tell them to try a different mountain."—Michael Bloomberg

20. The World's Worst Advice (Please Ignore It) "Relentless" may be my favorite word in "success literature." Hence, "Know when to hold 'em and know when to fold 'em" is 99% wrong-headed. Most of us won't end up in the history books, but those who do—*every bloody one of them*—did not know when to fold 'em!

Bottom line: *"There's a time to hold 'em and a time to keep on holdin' 'em—if you really really really care."*

This document is #6 in a series of 48 highlights from Tom Peters' *The Little BIG Things: 163 Ways to Pursue Excellence* (HarperStudio, 2010). For more information, visit tompeters.com.

