

Let Us March!

**It's a Ramble ... not a Rant.
Okay?**

**I live in Vermont.
Last day of January.
S.A.D.
Surely you've heard of it ... Seasonal Affective Disorder.
a/k/a ... The Blues.**

**I am on a flight (LONG) from Houston to Bangkok.
And: I wonder.
62.
Why?**

**Only one possible answer, eh?
To make some bucks.**

No.

**(Though the bucks "certify" that my Work is considered "of value."
By somebody.)**

**If not bucks ...
To be "Of Service."
Like the Motel 6 or Krispy Kreme, or some such.**

**Maybe, just maybe, to be ... MORE ... than “of service.”
To ... INSPIRE?**

**Clearly not to “increase profits by 11.3%.”
(Not a bad thing!)**

**But to ... Make A Dramatic Difference!
(Aim to, anyway.)
(The Steve Jobs Minimum Standard: *INSANELY GREAT!*)**

**To “Do Something” a “Little Different.”
Or: A LOT DIFFERENT?!**

**Cirque du Soleil!
Magic Moments!
One’s Full Human Talent Brought to Bear on an Opportunity!
(Right?)
(What else?)
(Damn it!)**

**I read on my trip to Bangkok an interview with Leonardo DiCaprio. He was 16. Bit
player on a Set. Joking around with the stagehands.
Suddenly, they went ... SILENT.
Heard recognizable ... FOOTSTEPS.**

De Niro!

**In seconds young DiCaprio ... GOT IT.
DE NIRO.
ALL BUSINESS.
INTENSE.
FOCUSED.
COMMITTED ... TOTALLY ... ABSURDLY ... RIDICULOUSLY ... TO ...
MAKING A MASTERPIECE.**

**I love to watch the Olympics.
Any sport.
All Olympians: FANATICS!
The Peak of Insane Human Aspiration!**

**Why?
62.
On a plane.
AGAIN.**

**S.A.D.
Why?**

**I guess that I merely want to be a ... Tiny Part of Stirring Others to Cast Aside
Their Daily *Dilbert*-selves, to Attempt to Achieve Heights that They at the Moment
Cannot Imagine.**

To ... *ASTONISH THEMSELVES!*

**A day ... ANY DAY ... stretches out before us.
What will we make of it?**

**WHAT WILL WE MAKE OF IT?
The Choice: OURS!**

**The people we “work with” or who “work for us” are Engaged in But One Thing.
Creating/Inventing Their Own Peculiar Destinies.**

**Thence, we Leaders are ... *DFAs/Destiny
Fulfillment Architects!***

**What do I (S.A.D. and all) want ... For Me?
For You?**

**I Want Me/You/Us to ... CREATE
STUNNING (*Gasp-worthy!*) EXPERIENCES
FOR CLIENTS (Audience Members!) (We
all have ... ONLY ... Audiences!) THAT
VAULT EACH OF US TO THE PINNACLE
OF OUR HUMAN POTENTIAL ... AND
LEAVE US SPENT FROM THE ATTEMPT
AT INSANE GREATNESS.**

(Phil Daniels: "Reward excellent failures. Punish mediocre successes.")

(I got on a plane after a Speech the other day. I collapsed. If you've never seen it, it's scary. I have given ... EVERY OUNCE ... of Who I Am. And then the Adrenalin recedes, and I literally die, in a way. But I wouldn't trade it for anything. Cherish those Lows that are earned by ... HIGHS!)

**S.A.D.
I'm Blue & Tired right now.**

**I NEED A STAGE!
I NEED AN AUDIENCE!
I NEED TO TRY & WAKE THE DEAD OR DORMANT!**

"In classical times when Cicero had finished speaking, the people said, 'How well he spoke,' but when Demosthenes had finished speaking, they said, 'Let us march.'" —Adlai Stevenson

Let Us March!

(I want to be Demosthenes!)

(LET US MARCH!)

(Scare the Shit Out of Others by the Audacity & Tenacity & Vivacity of Our Dreams!)

(Tom Peters/Bangkok/02.01.2005)

(LET US MARCH!)