

SPECIAL SECTION: Guru Gaffes

The "gurus"—like me—tend to focus almost exclusively on big companies, public companies, sexy industries, superstar CEOs. Yet "what makes the world go 'round" are small private enterprises, doing mostly unsexy stuff. What can we do to assist them? There are another 25 or so "guru gaffes" explored in this special section of the book; the first five are included here:

Guru Focus (GF): Big companies and attendant first-order, industry-redefining strategic issues.
Real World (RW): *Most of us, still, in 2010 don't work for Big Companies; we labor in "SMEs," Small and Medium-sized Enterprises. (Or the likes of government agencies.) And if we are in a big company or agency, most of our focus is the 17-person department in which we labor*

GF: Public corporations.

RW: *Most of us work in privately owned companies. (Or in those government agencies.)*

GF: Cool industries.

RW: *Most of us aren't in "Cool" industries, we do pretty ordinary stuff—like my pal, Larry Janesky, who makes a buck, and then another (\$60 million, actually), creating "dry basements," that are free of toxic mold, and can be used as a spare room or for a playroom or storing anything and everything.*

GF: "Excellence" is reserved for GE and GE and GE (maybe Google and Apple, too).

RW: *"Excellence," bar none, is the fabulous, friendly, informative, instantly responsive pharmacy next door that takes on docs and insurance companies with vigor and usually victory. (Gary Drugs on Charles Street in Boston, for me.)*

Etc.

This document is #3 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.

