

“What have you done this year?”*

TAKE #1

I have traveled far and wide and on the Web championing the causes I most care about. And cajoling one and all to take not just action, but radical action ... **NOW**. To Re-imagine! [*“If you don’t like change, you are going to like irrelevance even less.”—General Eric Shinseki*]

I have argued that the game has forever changed. [**THREE BILLION NEW CAPITALISTS**—book title/Clyde Prestowitz*] [*Think ... True Globalization! Think ... Web!] [Think ... Life Sciences!] We live in a Beijing & Bentonville World ... **A WORLD THAT WILL CUT US NO SLACK!** [*“There is no job that is America’s God-given right anymore.”—Carly Fiorina*]

It’s scary!

It’s cool!

Answer: **RE-IMAGINE!** “Organizations” are morphing into entirely new creatures with entirely new ways of doing business. Rigidity and Hierarchy and Stable “Departments” are ... **OUT**. Adaptability and Improv and Value-added Service Providers from hither, thither ... and Yon ... are ... **IN**.

Add value. [**LOTS and LOTS and LOTS and LOTS of.**] Turn a MACHINE MAKER into ... the WORLD’s LARGEST PROFESSIONAL SERVICE FIRM ... almost overnight. [IBM.] Make every damn move & twitch a ... **DELICIOUSLY DESIGNED GASP-WORTHY “EXPERIENCE.”** [Whole Foods/Starbucks ... just a cuppa and grocery shopping, for Lord’s sake.] [Sales per Square Foot/Grocery: Albertson’s: \$384; Wal*Mart: \$415; **Whole Foods: \$798**]

One special way to Add Value is to acknowledge that ... **WOMEN BUY EVERYTHING.** [Consumer goods. Increasingly: Commercial services.] SO ... **LET’S DESIGN AND MARKET PRODUCTS WOMEN WANT!** [*“Kodak Sharpens Digital Focus On Its Best Customers: WOMEN”*]*—Page 1 Headline/Wall Street Journal. ***Duh!**]

One special way to Add Value is to acknowledge that ... **BOOMERS*-GEEZERS HAVE ALL THE MONEY.** [*80 million boomers in the U.S. alone.] SO ... **BIG IDEA ... SERVE UP WHAT THEY WANT!**

[Bonus: One “little way” to get on with No.1 above is to acknowledge that ... **WOMEN ARE ALSO BETTER LEADERS**—their typically collaborative style matches the emerging collaborative/virtual world to a tee. So ... let’s put ’em in charge. Or, at least, improve their 8 of 500 Fortune 500 CEO slots batting average.]

*Question from Jessica Sutherland, head of IIR Middle East, to Tom Peters ... Dubai ... 18 September 2005.

ME. YOU. Challenge. Or, rather, imperative. [Remember: change vs. irrelevance.] Add value. [LOTS and LOTS and LOTS and LOTS of.] I watch a DVD of CIRQUE DU SOLEIL [world's Best-managed Company ... per me] before every speech. I WANT TO DO IN MY WORLD WHAT THEY DO IN THEIRS. I AIM TO STAND WAY OUT. [Yes, the "market for speakers," too, is competitive beyond belief!]

I want to/aim to/am determined to/will ... Master the ... BRAND YOU LIFE. [Energetic. Entrepreneurial. Adaptive. Cool. Never Boring. Never stationary ... for even a minute.] I think I'm boringly average: I think that all of us ... from the USA to Brazil to Sri Lanka ... must quickly become ... **MASTERS OF OUR OWN SHIP.** ["Dependence" is "So yesterday."]

Value-added Challenge 2005+:

**Forget ... BETTER.
Embrace ... DIFFERENT.
INNOVATE.
Or DIE.**

Dare to fend off encroaching ... IRRELEVANCE.

What have ... YOU ... done ...TODAY ... to stuff the Irrelevance Genie back into his bottle?

**I KNOW THERE'S A PROBLEM.
I THINK THERE'S A SOLUTION.
I HOPE THERE'S A WILL.
I KNOW THERE'S A WAY.
I SINCERELY BELIEVE ... THIS IS EVER SO COOL.
SO COOL IT MAKES ME TINGLE.**

**THE OLD RULES ARE DEAD.
AND BURIED.
IMPROV!**

["Successful people are those who are good at Plan B."]

MAKE IT UP AS YOU GO ALONG.

MAKE IT "DIFFERENT."

[NOT MERELY "BETTER."*]

[*I repeat myself. It's intentional.]

**YES: THIS IS SO COOL IT MAKES ME QUIVER.
"COOL" IS IN.**

[My personal goal ... day in and day out: MAKE 'EM GASP.]

GASP-WORTHY ... or Bust.

[What have I been doing this year? Working on the Art of the Speech/Presentation. Working harder than ever. I'm still a rank amateur—Tom Hanks says his self-assigned best grade in a movie is "C." Amen. I want to Master the Art of Persuasive Declamation. Or at least I want a "B" or two before I put down the mike. How hard do I plan to work next year? HARDER. I want to get this stuff I do and love and care ever so much about ... RIGHT. I'll never get there—but it won't be for lack of will or effort or aspiration.]

**“BUTTONED DOWN” IS TOAST.
EMBRACE FREAKS.**

[These ... ARE ... Freaky Times.]

JOIN THE PARADE.
JOIN THE RACE. JOIN THE SPRINT.
JOIN THE MARATHON.
[Become an “enterprise Tri-athlete.”]

**USE YOUR RIGHTEOUS FEARS TO SPUR IMMEDIATE
CREATION OF THE ...
“GREATEST SHOW ON EARTH.”
THE ... BRAND YOU GALA ...
NOW.**

[IT'S NOT OPTIONAL.]

This is what I've been preaching. This is my hustle. This is my mission. This is what I believe. I will go to my grave ... WITH ABOUT 10,000,000 FREQUENT-FLYER MILES ... stirring this ever so important pot. Yup ... THIS IS WHAT I'VE BEEN DOING THIS YEAR.

“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

[In my own small way, I want to be Demosthenes.]

[So ... MARCH.]

I posted my [insane] travel schedule at tompeters.com, and asked rhetorically why I did it. Here was one thoughtful reply: *“You obviously go to these places for only one reason: You believe that if even one person ‘gets it’ and uses your ideas to change their world you have spent your time well. I send my hopes that you find at least 2 on each visit.”*—Comment/Paul Davidson/September 26, 2005

TAKE #2/What Have You Done This Year?

I am haunted by two “photos” in my mind—day and night:

Photo #1: Business as Usual

Dickens way back when. (Dawn of the Industrial Revolution.) William Foote Whyte’s *Organization Man* yesterday. *Dilbert* today. (HAS ANYTHING REALLY CHANGED?) Drab. Dull. Dreary. Pastel. Gray. **Wan. Insipid. Stultifying. Heartless. Emotionless. Soul-less. Spiritless or worse—sucks the spirit from within.** Know your place. It’s the numbers—forever the numbers, stupid. Think indentured servitude. Think “cubicle slave”—entombed in a white-collar tower. Think: bureaucracy, bureaucrat, overhead, cost center. Do what you’re told. Park your imagination at the door. Don’t rock the boat. Old White Guys Rule. “Fail” is indeed a four-letter word. **Play it safe. “Me too” rules. “Different” is death. “Lovemark” is looney.** Fight for the promotion ... not the product.

Photo #2: Business Unusual for Unusual Times*

Colorful. **In pursuit of Grand Human Accomplishment.** Worthy cause/s. Hot! Wow! Hot language tolerated—nay, encouraged. Fun! Soul! Spirited. Energetic. Enthusiastic. Quest! Explorers! Mission! More than myself. **GOING PLACES WHERE NO ONE HAS GONE BEFORE.** (Think: Adams, Hamilton, Jefferson, Gandhi, Einstein, Venter.) Entrepreneurial. **Deviants welcome! Brand You/CEO of Me Inc.** Independent-minded. 100 percent leaders. Merry (laughter abounds). Joyous. Appreciative. Engaged. Adventurous. Failing is normal—get back on the horse and try again (now). Performance fanatics! Action rules! MBWA the norm. We care. **EXCELLENCE!** Brag to your kids about what you do/have done/aim to do/where you work/

*A “chimera of a moonstruck mind”? (That’s what critics called Jefferson in re “his” Louisiana Purchase!) No! Cf: Cirque du Soleil. London Drugs. Whole Foods. Starbucks. Wegmans. Apple. Google. Microsoft. eBay. Commerce Bank. Mollies. Zingerman’s. John Robert’s Hair Studio & Spa. Infosys. FBR/Friedman Billings Ramsey. Griffin Health Services/Planetree Alliance. The Met/Big Picture schools. Four Seasons. Sewell. Northshire Bookstore.

who your colleagues are. Women more often than not in charge. Diversity is a religion. Focus on accomplishment, not position. **HUSTLE! IMPATIENCE!** Inclusive. “Different” beats “better.” No “growth for growth’s sake.” **Numbers are important—but are derivative of Great Work.** Aim to deliver awesome experiences to our customers—to become a “lovemark.”

My aim: Town Crier/Cheerleader/Enthusiast-in-Chief/Energizer Bunny/Wild-eyed Maniac for Photo #2! From any pulpit, anywhere, anytime! Join the MOVEMENT! Your/our very soul is at stake!

TAKE #3/What Have You Done This Year?

Inventory of TP Passions [worthy of the “hard sell”]

Passion!

Energy!

Enthusiasm!

Technicolor!

Freaks!

“Leaders ‘Do’ people.”

Talent*

[* ... is a lovely word.]

Grace. Appreciation. Respect.

EXCELLENCE!

Wow!
Gasp-worthy!

MBWA [still rules.]

Marketing to women.

Women rule!

Boomer & Geezers have all the dough!

Healthcare must be re-oriented toward ... WELLNESS & PREVENTION!

GREAT DESIGN ROCKS!

GREAT EXPERIENCES RULE!

Obsess on Value Added!

Obsess on Dramatic Difference!

“Department” to Rip-roarin’ PSF!

Become a ... Lovemark!

INNOVATE ... OR DIE. [#1, #2: Decentralization. Accountability.]

Brand You [CEO of Me Inc.] [DISTINCT OR EXTINCT.]

QUESTS!

“Free to do his or her absolute best/“Discover their own greatness.”

HARD IS SOFT.

SOFT IS HARD.

The First step in a ‘dramatic’ ‘organizational change program’ is obvious—dramatic personal change!”