

**Excellence. NO EXCUSES!**

**Excerpt:**

**RADICAL  
PERSONAL  
DEVELOPMENT**

**Tom Peters**

**29 May 2014**

# Radical Personal Development

This riff took place @ 9AM on ... **1 January 2014:**

Accelerating tech changes/etc. = Middle class in tank; good jobs falling to algorithmic automation and offshoring. **ONLY** answer/**ONLY** chance: Determined/intensive commitment to personal growth. Start date: 1/1/14.

Public policy is largely irrelevant. Revolutionary econ structural change is here-to-stay. Only defense is personal development. **NOW!**

*You totally misunderstand overall econ context if you choose not to start today on*

**RPD** /Radical Personal

*Development.*

If Reps and Dems were all geniuses and worked together, econ tsunami would still thunder in. Answer is RPD/Radical Personal Development. **PERIOD.**

*Remember: An excellent “Brand You” portfolio is about self-LESS-ness, not self-ISH-ness. You are as good (or bad) as the network you develop-nurture. PERIOD.*

Beating the econ revolution: Invest in your network (help/share). Hit the books (study). Work your ass off. **WOW-ify** every project. Start: **TODAY.**

(I like RPD. Just bought ... <http://RadicalPersonalDevelopment.com>.)

*Beating\* the  
economic/tech  
revolution: Invest in  
your network (share).  
Hit the books (study).  
Work your ass off.  
WOW-ify every  
project. Start:  
TODAY.*

\*The **ONLY** way to win/thrive.

Circa 2014+:  
**Multiple Choice Examination**

You will lose your job to ... choose one:

**Offshore contractor?**  
**Advanced high-speed algorithm?**  
**Robot?**  
**A re-tooled value-added “Brand You”?**

Source: Inspired by Dan Pink

**Globalization 1.0: *Countries* globalizing (1492-1800)**

**Globalization 2.0: *Companies* globalizing (1800-2000)**

**Globalization 3.0 (2000+): INDIVIDUALS  
**COLLABORATING &  
COMPETING GLOBALLY****

Source: Tom Friedman, *The World Is Flat*

*(“The median worker is losing the race against the machine.”* —Erik Brynjolfsson /Andrew McAfee/*Race Against The Machine* )

*(“The root of our problem is not that we’re in a Great Recession or a Great Stagnation, but rather that we are in the early throes of a **Great Restructuring**. Our technologies are racing ahead, but our skills and organizations are lagging behind.”* —Erik Brynjolfsson /Andrew McAfee/*Race Against The Machine* )

**RPD or bust. Start date: TODAY. Tomorrow: TOO**

**LATE.**

**Do ... SOMETHING. NOW.**

**RPD/Today: Download an interesting book. Schedule a lunch with someone interesting ... THIS WEEK. Concoct a next step to WOW-ify a current project ... TODAY.**

**RPD/Today: Check out MOOCs. Work with a pal on a reading list for the next 6 months. Call a good professional pal: Noodle on creating a Club RPD.**

**Students. ALL.**

We **ALL** must be ...

**SERIOUS  
STUDENTS.**

**All the time. About our professional content.**

**And, particularly,  
BEYOND our  
professional specialty.**

**READ.**

**READ.**

**READ.**

**STUDY.**

**STUDY.**

**STUDY.**

**... until you are blue in the face.  
(Age 18. Age 38. Age 58. Age 78.)**



**2014: *Most  
Assiduous  
“Lifelong  
Learner”  
WINS!***

*“The illiterate of the 21st Century will not be those who cannot read or write, but those who cannot learn, unlearn, and relearn.”*

—Alvin Toffler

## **BRAND YOU WORLD: Winner's Daily 13**

1. Your call and yours alone: Consciously choose the *attitude* you take to work this morning. (Good day *or* bad: Positive/Enthusiastic.)
2. Realize that *each day offers up on a silver platter a dozen LEADERSHIP opportunities*, regardless of your age/experience/rank/seniority/status. (Grab at least ONE.)
3. *Arrive early. Leave late.* (Out work 'em ... it works.)
4. **SHOW UP.**
5. *Listen aggressively:* Formally practice and improve listening skills (Effective listening = #1 longterm differentiator.)
6. *Learn* something new TODAY. *Meet* someone new TODAY. (Live in your discomfort zone.)
7. Cherish your *boo-boos*. (No screw-ups today = abject failure to nudge ye olde envelope.)
8. *Civil.* Always. (Make it a RELIGION.)
9. Unbidden, *help someone* with some(little)thing. (Make it a RELIGION.)
10. Take a nanosecond to say "*Thanks*" for tiniest atoms of helpfulness. (Make it a RELIGION.)
11. *Smile.* (Make it a religion.)
12. *Eye contact.* (Make it a religion.)
13. **EXCELLENCE.** NOW. No excuses.

## **Brand You, Thoughts On ...**

***“Life is not about waiting for the storm to pass; it’s about learning to dance in the rain.”***—Ted Rubin, social media guru

***“You are the storyteller of your own life, and you can create your own legend or not.”***—Isabel Allende

***“Carpenters bend wood; fletchers bend arrows; wise men fashion themselves.”***—Buddha

The master in the art of living  
Makes little distinction between  
his work and his play.  
He hardly knows which is which.  
He simply pursues his vision  
of EXCELLENCE in whatever he does.  
Leaving others to decide whether  
he is working or playing.  
To him he is always doing both.

Source: Zen Buddhist Text

***“It’s always  
showtime.”*** —David D’Alessandro, *Career Warfare*

A professional ...

- \*ability to work unsupervised**
- \*ability to certify the completion of a job**
- \*ability to behave with integrity at all times**

Source: Subroto Bagchi, *The Professional: Defining the New Standard of Excellence at Work*

***“The only thing you  
have power over is to  
get good at what you  
do. That’s all there  
is; there ain’t no  
more!”*** —Sally Field

**“Strive for Excellence. Ignore success.”**  
—Bill Young, race car driver (courtesy Andrew Sullivan)

***“Make your life itself a creative work of art.”***  
—Mike Ray, *The Highest Goal*

*Wall Street Journal* asked banking superstar Sallie Krawcheck for her “secret of

success”: ***“There is absolutely nothing that beats hard work. You hoped when you were coming out of college that you were the smartest. It turned out none of us are. But I could sure outwork a lot of folks.”***

“Worthy” Ambition vs. “Mere” Ambition per MILTON: ***“The difference is well illustrated by the contrast between the person who says he ‘wishes to be a writer’ and the person who says he ‘wishes to write.’ The former desires to be pointed out at cocktail parties, the latter is prepared for the long, solitary hours at a desk; the former desires a status, the latter a process; the former desires to be, the latter to do.”***

—A.C. Grayling, *The Meaning of Things: Applying Philosophy to Life*

*“To **Be** somebody or to **Do** something.”*

*—BOYD: *The Fighter Pilot Who Changed the Art of War* (Robert Coram), on what one does versus the title one carries*

*“All of our artistic and religious traditions take equally great*

*pains to inform us that ... **we must never***

***mistake a good career for***

***good work.** Life is a creative, intimate,*

*unpredictable conversation if it is nothing else—and our life and our work are both the result of the way we hold that passionate conversation.”*

*—David Whyte, *Crossing the Unknown Sea: Work as a Pilgrimage of Identity**

*“If there is nothing very*

*special about your work ...*

*no matter how hard you*

*apply yourself you won't*

*get noticed, and that*

*increasingly means you*

*won't get paid much either.”*

*—Michael Goldhaber, *Wired**

The Rule of Positioning: *“If you can’t describe your position in eight words or less, you don’t have a position.”*

—Jay Levinson and Seth Godin, *Get What You Deserve!*

*“Self-reliance never comes ‘naturally’ to adults because they have been so conditioned to think non-authentically that it feels wrenching to do otherwise. ... Self-reliance is a last resort to which a person is driven in desperation only when he or she realizes ‘that imitation is suicide, that he must take himself for better, for worse, as his portion.’”*—Lawrence Buell, *Emerson*

*“To live is the rarest thing in the world. Most people exist, that is all.”*—Oscar Wilde



**100.00000% Creative!**

**Comment: “That [the benefits of disorder] could be true for creative pursuits. I doubt it works if you need to be focused on a detailed, time bound task.”**

**I disagree 100.0000%. (Make that 100.00000%.)**

**FYI: ALL pursuits are  
CREATIVE  
pursuits. PERIOD.**

**Oh dear, just favorited myself. The point is that important: ALL PURSUITS ARE  
CREATIVE PURSUITS. (ALL = Every frigging one.)**

**The fun part is laying a  
creative trip on a “dull”  
“rote” “boring” task/  
assignment!  
(Turn shit into WOW?!)**

## **Bosses ...**

**Boss and RPD:** *Your job is safer if every one of your team members is committed to RPD/Radical Personal Development. Actively support one and all!*

**Bosses supporting RPD/Radical Personal Development:** Read Matthew Kelly's *The Dream Manager*.

**Bosses/In the next two weeks:** Plan a sit-down meeting with each of your team members concerning her/his RPD/Radical Personal Development aspirations.

*“The role of the Director is to create a space where the actors and actresses can become more than they’ve ever been before, more than they’ve dreamed of being.”*—Robert Altman, Oscar acceptance speech

***“Groups become great only when everyone in them, leaders and members alike, is free to do his or her absolute best. ... The best thing a leader can do for a Great Group is to allow its members to discover their greatness.”***

—Warren Bennis and Patricia Ward Biederman, *Organizing Genius*

***“No matter what the situation, [the great manager’s] first response is always to think about the individual concerned and how things can be arranged to help that individual experience success.”***

—Marcus Buckingham, *The One Thing You Need to Know*

***“When I hire someone, that’s when I go to work for them.”***

—John DiJulius, *What’s the Secret to Providing a World-Class Customer Experience*

*“I start with the  
premise that the  
function of  
leadership is to  
produce more  
leaders, not more  
followers.”* —Ralph Nader\*

\*This is a “terrific quote.” BUT ... please pause: **WHAT DOES IT  
MEAN TO YOU? RIGHT NOW?**  
**(PLEASE ... STOP & CONSIDER.)**

FUNDAMENTALLY ...

We **Are** Ready!

*All human  
beings are  
entrepreneurs.*

*When we were in the caves we were all self-employed ... finding our food, feeding ourselves. That's where human history began. ... As civilization came we suppressed it. We became labor because they stamped us, 'You are labor.' We forgot that we are entrepreneurs.*"—Muhammad Yunus

(I do not wish in any way to make light of the new sense—partially real, partially perceived—of job insecurity brought about by the likes of the financial crisis, globalization, and automation. Many thought they were getting one sort of deal—e.g., college degree is ironclad lifelong job assurance—and it turns out they weren't.

But ...

Let's take on board Yunus' comment.

For example, I live in rural Vermont. When work needs doing, I have a long list of plumbers and carpenters and electricians and others who will respond to my needs. Posthaste. And exhibiting **EXCELLENCE** in their craft. Some may have degrees. Many don't.

But one thing is sure: *None has an iota of conventional job security.* They depend on their wits, their skill, their community reputation.

In the very best sense of the word, they are “normal”—the guy or gal next door. And they are—every one of them—**ENTREPRENEURS** in the sense intended by Mr. Yunus' quote above.

No, this “entrepreneurial thing,” or “entrepreneurial flair,” is **NOT** some weird genetic set carried only by a handful of us. It is, to the contrary, imbedded in just about all of us.

Ready for ignition ...

***(“We are in no danger of running out of new combinations to try. Even if technology froze today, we have more possible ways of configuring the different applications, machines, tasks, and distribution channels to create new processes and products than we could ever exhaust.” —Erik Brynjolfsson and Andrew McAfee, *Race Against The Machine: How the Digital Revolution Is Accelerating Innovation, Driving Productivity, and Irreversibly Transforming Employment and the Economy*)***