

Excellence. NO EXCUSES!

Excerpt:

WOW!

Tom Peters

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The **WOW-ification** Imperative*

(*Okay. It's an ugly word. But this is *my* screed—and it works for me. You suit yourself. Many in the Twitter Gang approved—a few groaned.)

Innovation Index: *How many of your “Top Five Projects” score 8 or higher (out of 10) on a “Weird”/“Profound”/“WOW”/“Game-changer” Scale?*

WOW-ification Index: *Move every project (definition) that scores 6 or less 2 notches up on the “WOW-ification Scale” within the next two weeks. If your principal current project scores six or less, bring it up one (or two!) notches by noon on Monday. *** (**This tweet was written on a Sunday.)

MORE.
WOW.
NOW.*

***Sorry, couldn't resist.**

WOW-ish Words ...
Shamelessly Uttered By “Real People”*

Zappos’ 10 Corporate Values

“WOW!”

Deliver

through service.

Embrace and drive change.

Create fun and a little weirdness.

Be adventurous, creative, and open-minded.

Pursue growth and learning.

Build open and honest relationships with communication.

Build a positive team and family spirit.

Do more with less.

Be passionate and determined.

Be humble.

Wanted by Ogilvy & Mather International:

Trumpeter Swans

—David Ogilvy

*Is this a “Tom thing?” as some of my friends gently put it when the word “WOW” appears again in my writing. Is it an “American thing?” Sure. BUT—in this section, if you pay close attention, you’ll observe that the overwhelming majority of the authors were **NOT** Americans.

*“Insanely
great”* —Steve Jobs

*“Radically
thrilling”* —BMW

“Astonish me!” —Sergei Diaghlev

***“Build something
great!”***

—Hiroshi Yamauchi/CEO Nintendo, to a game designer

“Make it immortal!”

—David Ogilvy, to an ad copywriter

***“You know a design
is good when you
want to lick it.”*** —Steve Jobs

“Every project we undertake starts with the same question: ‘How can we do what has never been done before?’”

—Stuart Hornery, Lend Lease

“Let us create such a building that future generations will take us for lunatics.” —the church hierarchs at Seville

You can’t behave in a calm, rational manner. You’ve got to be out there on the lunatic fringe.” —Jack Welch

“We are crazy. We should do something when people say it is ‘crazy.’ If people say something is ‘good,’ it means someone else is already doing it.”

—Hajime Mitarai, former CEO, Canon

“We all agree your theory is crazy. The question, which divides us, is whether it is crazy enough.”

—Niels Bohr, to Wolfgang Pauli

*“There’s no use trying,’ said Alice. ‘One cannot believe impossible things.’ ‘I daresay you haven’t had much practice,’ said the Queen. ‘When I was your age, I always did it for half an hour a day. **Why, sometimes I’ve believed as many as six impossible things before breakfast.’”***

—Lewis Carroll

Kevin Roberts' Credo

1. *Ready. Fire! Aim.*
2. *If it ain't broke ... Break it!*
3. *Hire crazies.*
4. *Ask dumb questions.*
5. *Pursue failure.*
6. *Lead, follow ... or get out of the way!*
7. *Spread confusion.*
8. *Ditch your office.*
9. *Read odd stuff.*
10. ***Avoid moderation!***

*“You can't behave in a calm, rational manner.
You've got to be out there on the lunatic fringe.”*

—Jack Welch

***“I WANT TO BE
THOROUGHLY USED UP
WHEN I DIE.*** ... *Life is no 'brief candle' to me. It is a*

sort of splendid torch which I have got hold of for the moment, and I want to make it burn as brightly as possible before handing it on to future generations.”

—George Bernard Shaw

*“If you ask me what I have come to do in this world,
I who am an artist, I will reply: ‘I am here
to live my life out loud.’”*

—Émile Zola

*“If I had any epitaph that I would rather have more
than any other, it would be to say that I had ...
disturbed the sleep of my
generation.”* —Adlai Stevenson

“

*Life is not a journey to the grave with the intention of arriving safely in one pretty
and well preserved piece, but to skid across the line broadside, thoroughly used up,
worn out, leaking oil, shouting*

‘GERONIMO!’”

—Bill McKenna, professional motorcycle racer



Source: This (!) is the logo of the Tom Peters Company. It took us ... **TWO YEARS** ... to design it. (I love it!) (Kudos to my colleague ... Ken Silvia.)