

**THOUGHTS ON WAKING UP OUR CORPORATE “LUCK”**

**I. Philosophy and character**

- A. Luck never made a man wise. Seneca
- B. The highest reward for person's toil is not what they get for it, but what they become by it. (John Ruskin)
- C. Kites rise against the wind.

**II. Reframe to find luck.**

- A. Sometimes only a change of viewpoint is needed to convert a tiresome duty into an interesting opportunity. (Alberta Flanders)
- B. The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty. (Winston Churchill)
- C. Each misfortune you encounter will carry in it the seed of tomorrow's good luck.
- D. When one door closes another door opens; but we so often look so long and so regretfully upon the closed door, that we do not see the ones which open for us.(Alexander Graham Bell)
- E. If you view all the things that happen to you, both good and bad, as opportunities, then you operate out of a higher level of consciousness.(Les Brown)

**III. Betting on calculated risks to live and grow**

- A. “Often the difference between a successful person and a failure is not one has better abilities or ideas, but the **courage** that one has **to bet** on one's ideas, to **take a calculated risk** - and **to act**.”
- B. “You must lose a fly to catch a trout.”
- C. “People who don't take risks generally make about two big mistakes a year. People who do take risks generally make about two big mistakes a year.”
- D. “No noble thing can be done without risks.” (No risk, no reward; risk proportional to reward; how to skew equation?)
- E. “Where there is no difficulty there is no praise.”
- F. “Yes, risk taking is inherently failure-prone. Otherwise, it would be called sure-thing-taking.”
- G. “If you're not making mistakes, you're not taking risks, and that means you're not going anywhere. The key is to make mistakes faster than the competition, so you have more changes to learn and win.”

#### IV. **Courage to act; there is no security in the false stability of the status quo**

- A. We could never learn to be brave and patient if there were only joy in the world.(Helen Keller) (Everyone who has ever moved forward had to confront their edges of fear and personal meaning)
- B. You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face. You must do the thing which you think you cannot do.
- C. The best way out is always through.(Robert Frost)
- D. Only when we are no longer afraid do we begin to live. (Dorothy Thompson)
- E. To dare is to lose one's footing momentarily. To not dare is to lose oneself. (Soren Kierkegaard)
- F. Success is not final, failure is not fatal: it is the courage to continue that counts.(Soren Kierkegaard)
- G. Dare to be naive. (Buckminster Fuller) (Ask others in the space for help; everyone is flattered to be an expert teacher if asked kindly.)
- H. I long to accomplish a great and noble tasks, but it is my chief duty to accomplish humble tasks as though they were great and noble. The world is moved along, not only by the mighty shoves of its heroes, but also by the aggregate of the tiny pushes of each honest worker. (Helen Keller) (Start small where you can and build from)
- I. Beginnings are hard. Dare to start crawling today, so that you can eventually dare to race to your best possible victory.
- J. Patience and perseverance have a magical effect before which difficulties disappear and obstacles vanish.(John Quincy Adams)  
all paths start off poorly with anxieties. Faith, patience, love of task, focused perseverance, wise counsel, innovative experiments failing forward, etc. all combine to melt away the problems.
- K. If you don't like something, change it. If you can't change it, change your attitude. Don't complain.(about your bad luck and the courageous fools' good luck) (Maya Angelou)
- L. Creativity requires the courage to let go of certainties. (Erich Fromm)
- M. The world hates change (and the fear of initial failure), yet it is the only thing that has brought progress. (Charles F. Kettering)
- N. It's not so much that we're afraid of change or so in love with the old ways, but it's that place in between that we fear . . . It's like being between trapezes. It's Linus when his blanket is in the dryer. There's nothing to hold on to. (Marilyn Ferguson)

#### **Courage from vision pull**

- “Man cannot discover new oceans unless he has the courage to **lose sight of the shore.**”

- "What would you attempt to do if you knew you could not fail?" (Dr. Robert Schuller)

### **Be a magnet for luck**

- Some people are so fond of ill-luck that they run half-way to meet it.
- Don't believe in miracles - depend on them. The world is a helpful place for those who plant a lot of strategic seeds, try a lot of cheap experiments and keep with the most promising opportunities all with warm regard.
- Luck is believing you're lucky."

## V. THE STATISTICS OF LUCK

The only sure thing about luck is that it will change.

When life appears to be working against you, when your luck is down, when the supposedly wrong people show up, or when you slip up and return to old, self-defeating habits, recognize the signs that you're out of harmony with intention.

### **Fail forward**

- Failure is only the opportunity to begin again more intelligently. (Henry Ford)
- If at first, you don't succeed, try again. If you do, try to hide your astonishment.

### **Eventual success in business is all that counts**

- In this business if you're good, you're right six times out of ten. You're never going to be right nine times out of ten.
- It doesn't matter how much milk you spill as long as you don't lose the cow.( Harvey Mackay)
- It doesn't matter how many times you fail. It doesn't matter how many times you almost get it right. No one is going to know or care about your failures, and neither should you. All you have to do is learn from them and those around you because... All that matters in business is that you get it right once. Then everyone can tell you how lucky you are.

## VI. WORK ETHIC AND (STEP-BY-STEP) ACHIEVEMENTS AFFECT LUCK

- A. Luck is not chance --/ It's toil --/ Fortune's expensive smile Is earned.(Emily Dickinson)
- B. Beyond talent lie all the usual words: discipline, **love**, luck -- but, most of all, **endurance**."
- C. Heights by great men reached and kept were not obtained by sudden flight but, while their companions slept, they were toiling upward in the night. ( Henry Wadsworth Longfellow)
- D. The only thing that overcomes hard luck is hard (and smarter) work.

- E. Perseverance is not a long race; it is many short races one after another. (Walter Elliott) (run intervals)
- F. Motivation is what gets you started. Habit is what keeps you going. (Jim Ryun)
- G. “You just don't luck into things as much as you'd like to think you do. You build step by step, whether it's friendships or opportunities.” (basic service brilliance + heroic acts + in-depth team selling that retunes the offering create events or lucky portholes with target prospects.)
- H. “Luck is what you have left over after you give 100 percent.” (showing up + 110 + extra creative trim yields luck)
- I. Never . . . Never . . . Never . . . Never give up! (Winston Churchill)

## VII. **STRATEGICALLY CRAFTED BETS SCALE LUCK**

- A. Luck is the residue of design.(Milton)
- B. The winds and waves are always on the side of the ablest navigators.(Edward Gibbon)
- C. Life consists not in holding good cards but in playing those you hold well. (Bible, Ecclesiasticus (ch. IV, v. 20)
- D. One ship drives east and another drives west/ With the selfsame winds that flow./ 'Tis the set of sails and not the gales/ Which tells us the way to go.(Ella Wheeler Wilcox)

### **Strategic guidelines to wake up your luck:**

Fish where the most, biggest, hungriest and best fish are AND your skills and type of boat can work sufficiently if not best)

1. Look for strategic innovation opportunities at the intersection of the best or most promising customers, your core competencies and emerging, favorable trends or events (regs).
  2. Generate a lot of ideas and fashion them into several very well-defined, more deeply thought out venture concepts.
  3. Pick battles big enough to matter, small enough to win.(John James Ingalls)
  4. Make no little plans! They have no magic to stir men's blood.(Daniel Burnham)
  5. Leaders don't wait. They shape their own frontiers. The bigger the challenge, the greater the opportunity.
  6. Design rapid experiments to minimize downside risk and cost and maximize upside learning and pathways.
  7. Watch for unforeseen opportunities that are attracted to your innovative forays; succeed for the wrong reasons.
  8. Have a pipeline of ideas and a portfolio of opportunities to keep luck constant.
  9. (Life) Luck is like riding a bicycle: it doesn't fall off unless you stop pedaling (the strategic innovation). (Claude Pepper)
- E. Luck affects everything; let your hook always be cast. In the stream where you least expect it, there will be fish.(Ovid)
  - F. “I've found that luck is quite predictable. If you want more luck, take more chances. Be more active. Show up more often.” (Using resources freed up from dying, undesirable or unprofitable activities.)

- G. Don't spend more resources on bad decisions with bad consequences; no matter what you with a donkey it isn't going to win the Derby.
- H. You can't weed losers until you have unlearned the mindset that started the losing process.
- I. Learning is about more than simply acquiring new knowledge and insights; it is also crucial to unlearn old knowledge that has outlived its relevance. Thus, forgetting is probably at least as important as learning. Gary Ryan Blair

## VIII. **SEEING, SEIZING AND CONVERTING OPPORTUNITIES WITH HIGHER, VARIABLE ENERGY, FOCUS AND CREATIVITY**

### A. **Be where you can hear/see an opportunity**

1. Luck is being in the right place at the right time. But, location, timing, what we are looking for and how we flexibly reframe it are to some extent elements under our control.(Natasha Josefowitz)
2. Mediocrity can talk, but it is for genius to observe.(Benjamin Disraeli) (5-5-5 management for latent need opportunities)
3. Small opportunities are often the beginning of great enterprises.(Demosthenes) (seize the right acorns patiently and grow them into mighty oaks)
4. You create your opportunities by asking for them. (Patty Hansen) (make pitches to desirable (innovative) partners, but always ask for living edge needs to fill just in case you can help.)
5. Be ready when opportunity comes...Luck is the time when preparation and opportunity meet.

### B. **Seize opportunities**

1. Have the carpe diem habit. If we can't seize daily living opportunities with panache, can we seize business opp's?
2. "If we didn't live venturously, plucking the wild goat **by the beard**, and trembling over precipices, we should never be depressed
3. To change one's life: Start immediately. Do it flamboyantly. No exceptions. (William James)

### C. Conviction, passion, zeal, joy, flexible action

1. "What a man accomplishes in a day depends upon the way in which he approaches his tasks. When we accept tough jobs as a challenge. . .and wade into them with joy and enthusiasm, miracles can happen. When we do our work with a dynamic conquering spirit, we get things done." (Arland Gilbert)

IX. **Hold on to opportunities with appropriate: timing, energy, focus, creativity and diplomatic/empathetic touch**

- A. A pound of **pluck** is worth a ton of luck.
- B. No one rises so high as he who knows not whither he is going. Not only strike while the iron is hot, but make it hot by striking. Do not trust the cheering, for those persons would shout as much if you or I were going to be hanged. Oliver Cromwell (origin of "irons in the fire"?)
- C. There is **a tide** in the affairs of men,  
Which, taken at the flood, leads on to fortune;  
Omitted, all the voyage of their life  
Is bound in shallows and in miseries. (The Bard)
- D. Nothing will ever be attempted if all possible objections must first be overcome. (Samuel Johnson) (avoid analysis paralysis. Perfection is the enemy of good enough and get going to fail and learn forward)
- E. There is far more opportunity than there is ability. (Thomas A. Edison)
- F. Enlarge the opportunity and the person will expand to fill it. (Eli Ginzberg)
- G. Any human anywhere will blossom in a hundred unexpected talents and capacities simply by being given the opportunity to do so. (Doris Lessing)
- H. You cannot afford to wait for perfect conditions. Goal setting is often a matter of balancing timing against available resources. Opportunities are easily lost while waiting for perfect conditions. (Gary Ryan Blair)
- I. Nothing would be done at all if we waited until we could do it so well that no one could find fault with it. (John Henry) perfection is the enemy of sufficient progress and learning.
- J. Until you value yourself, you won't value your time. Until you value your time, you will not do anything with it. (M. Scott Peck)
- K. I dream of men who take the next step instead of worrying about the next thousand steps. (Theodore Roosevelt)
- L. You can't win any game unless you're committed to winning. Dare to begin and struggle today, to dare to win tomorrow.
- M. The will to win is worthless if you do not have the will to prepare. (Thane Yost)
- N. Yet he who grasps the moment's gift, He is the proper man. (Johann Wolfgang von Goethe)
- O. Every chance taken is another chance to win. (Gretzky missed 100% of the shots he didn't take. Jordan missed more than half of his final shots for the win).
- P. Life's biggest challenge is deciding what's important - then disregarding the rest.