



Contents

<i>Preface</i>	<i>ix</i>
<i>Acknowledgments</i>	<i>xi</i>
Chapter 1 Get Ready for Adventure: You Have Never Heard a Speaker Like This Before	1
Chapter 2 Archetypes of Success: Be Careful What You Wish For	11
Chapter 3 I've Got Your One-Hit Wonder: 867-5309	31
Chapter 4 The World from Here: Start Where You Are	39
Chapter 5 Forget the Archetypes: Messy Lines Teach Humility	51
Chapter 6 Failure Is an Option: Flying Fear in Formation	83
Chapter 7 Embracing Failure When It Happens	101
Chapter 8 Failure Provides Choices	119
Chapter 9 Do It Anyway: Be a Smart Risk Taker	139

Chapter 10	A Little DAB Will Do Ya! Drive, Accept, and Build	153
Chapter 11	Goal Setting: Establishing Your Own Scorecard	165
Chapter 12	No Longer Black and White: Measure for Success in Technicolor	179
Chapter 13	Read This Book—Then Throw It Away	201
	<i>Afterword</i>	209
	<i>Summary: The Ten Building Bands for True Business Confidence</i>	213
	<i>Biographies of Featured Less-than-Famous Businesspeople</i>	215
	<i>Notes</i>	227
	<i>Index</i>	235