Contents

Acknowledgments ix
About the Author xi
Introduction xiii

PART I SOMETHING’S HAS TO GIVE 1
CHAPTER 1 Who Are You Listening To? 3
CHAPTER 2 Change Is a Choice 17
CHAPTER 3 Rearranging the Chairs on the Titanic 27
CHAPTER 4 Reinvention 37
CHAPTER 5 Every Innovative Business Has a Great Story 47
CHAPTER 6 The Alarm Is Sounding . . . and We Keep Hitting the Snooze Button 59
CHAPTER 7 The World Is on Fire 65
CHAPTER 8 Our Civilization Is a Pyramid Scheme 73
CHAPTER 9 Five Bright Lights 83
Contents

PART II SEVEN-STEP CHALLENGE 93

STEP 1 Do Whatever It Takes to Exceed Expectations 95

STEP 2 Commit to Daily Measurable Improvement 111

STEP 3 Develop an Accountability Matrix 123

STEP 4 Reinvigorate Your Organization Through Multidimensional Thinking 131

STEP 5 Create a Culture of Shared Sacrifice 139

STEP 6 Transform Your Business Philosophy to a Triple Bottom Line 151

STEP 7 Dedicate Yourself to a Lifetime of Making a Difference 165

30-Day Pledge 177

Now Is the Time 179

Resources 181