



# Get Different Or Get Dead

NewPath Network  
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Laying down the challenge:

1. EVERYONE is very good.
2. "Very good" is simply not good enough. "Very good" is bad.
3. You must be different and remarkable.
4. If you're not different, you're invisible.

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The duality of successful business

**Brand**



**Business model**

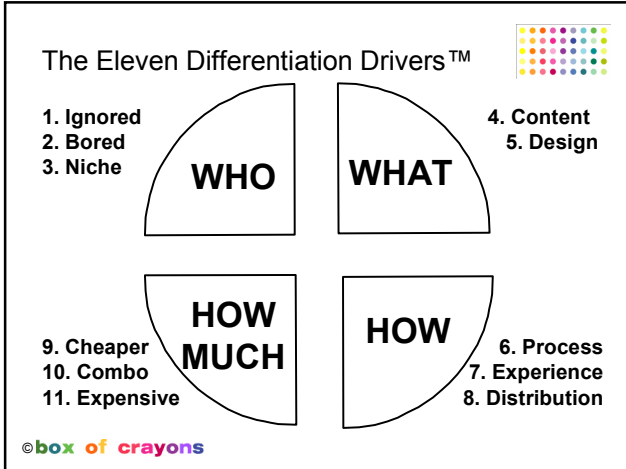
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I'm not a consultant...



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### Accountability



The probability of completing a goal\*

- 10% if you hear an idea.
- 25% if you consciously decide to adopt it.
- 40% if you decide when you will do it.
- 50% if you plan how you will do it.
- 65% if you commit to someone else you will do it.
- 95% if you have a specific accountability appointment with the person to whom you committed.

\* American Society for Training and Development

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### Great resources



- Being Different
  - Seth Godin, *Purple Cow*
  - W. Chan Kim, *Blue Ocean Strategy*
  - Adam Morgan, *The Pirate Inside*
  - Tom Peters, *most of his most recent stuff*
- Being an entrepreneur
  - Michael Gerber, *The E-Myth Revisited*
  - Andrea J Lee, *Multiple Streams of Coaching Income, etc.*
  - [www.CoachingToys.com](http://www.CoachingToys.com) (product examples)

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### Michael Bungay Stanier

Principal of Box of Crayons  
 Coach, husband, writer, espresso drinker, consultant, soccer player, trainer, terrible singer, speaker, interesting guy

Author of *Get Unstuck & Get Going on the stuff that matters* and creator of the *Eight Irresistible Principles of Fun*

Rhodes Scholar, Certified Coach, BA, LLB, M.Phil, 2006 Canadian Coach of the Year

Lived and worked in Australia, England, US and Canada over the last 12 years

Areas of expertise: branding, change management, building highly functional teams, innovation and creativity, personal and executive coaching

Motto: What's possible?

p: +1 (416) 532-1322  
 e: Michael@BoxOfCrayons.biz  
 w: [www.BoxOfCrayons.biz](http://www.BoxOfCrayons.biz)  
[www.GetUnstuckAndGetGoing.com](http://www.GetUnstuckAndGetGoing.com)  
[www.EightPrinciples.com](http://www.EightPrinciples.com)

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