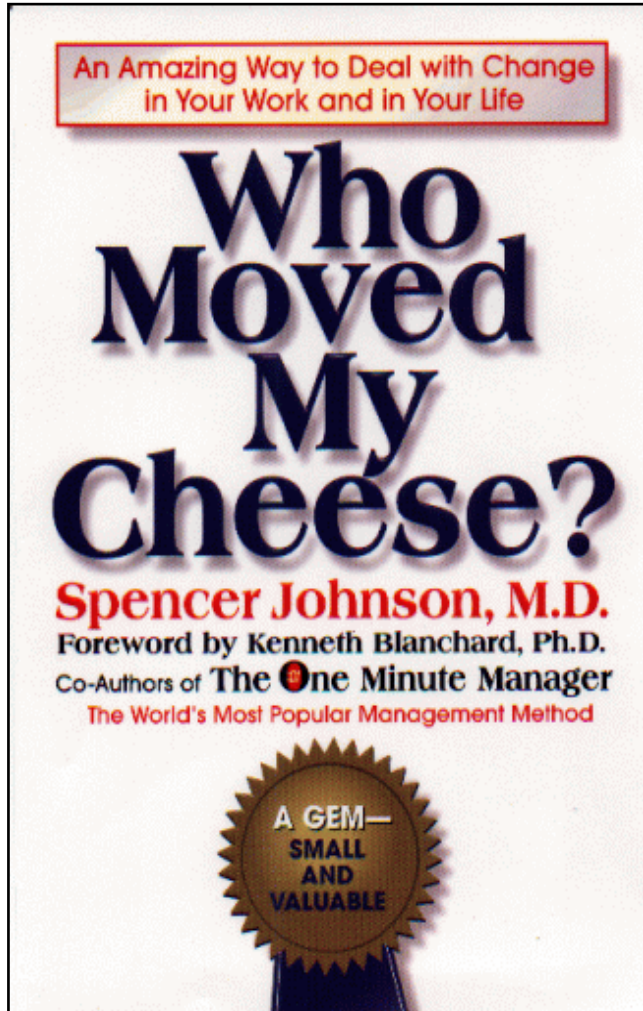


**Some thoughts on Change...or... Why I believe you should really, really, really read this book!**



# Little People

- **Hem**
- **Haw**

*(“Peins en Pieker”)*



## Mice

- **Sniff**
- **Scurry**  
*(“Snel en Snuffel”)*

CHEESE STATION



**SNIFF**

**Who can smell change in the air.**



**SCURRY**

**Who goes into action immediately.**



**HEM**

**Who does not want to change.**

**“It’s Not Fair!”**



# **HAW**

**Who is startled by change, but then laughs at himself, changes and moves on to enjoy New Cheese.**



HAVING CHEESE  
MAKES YOU  
HAPPY!





**Being recognised  
as an expert is  
nice!**

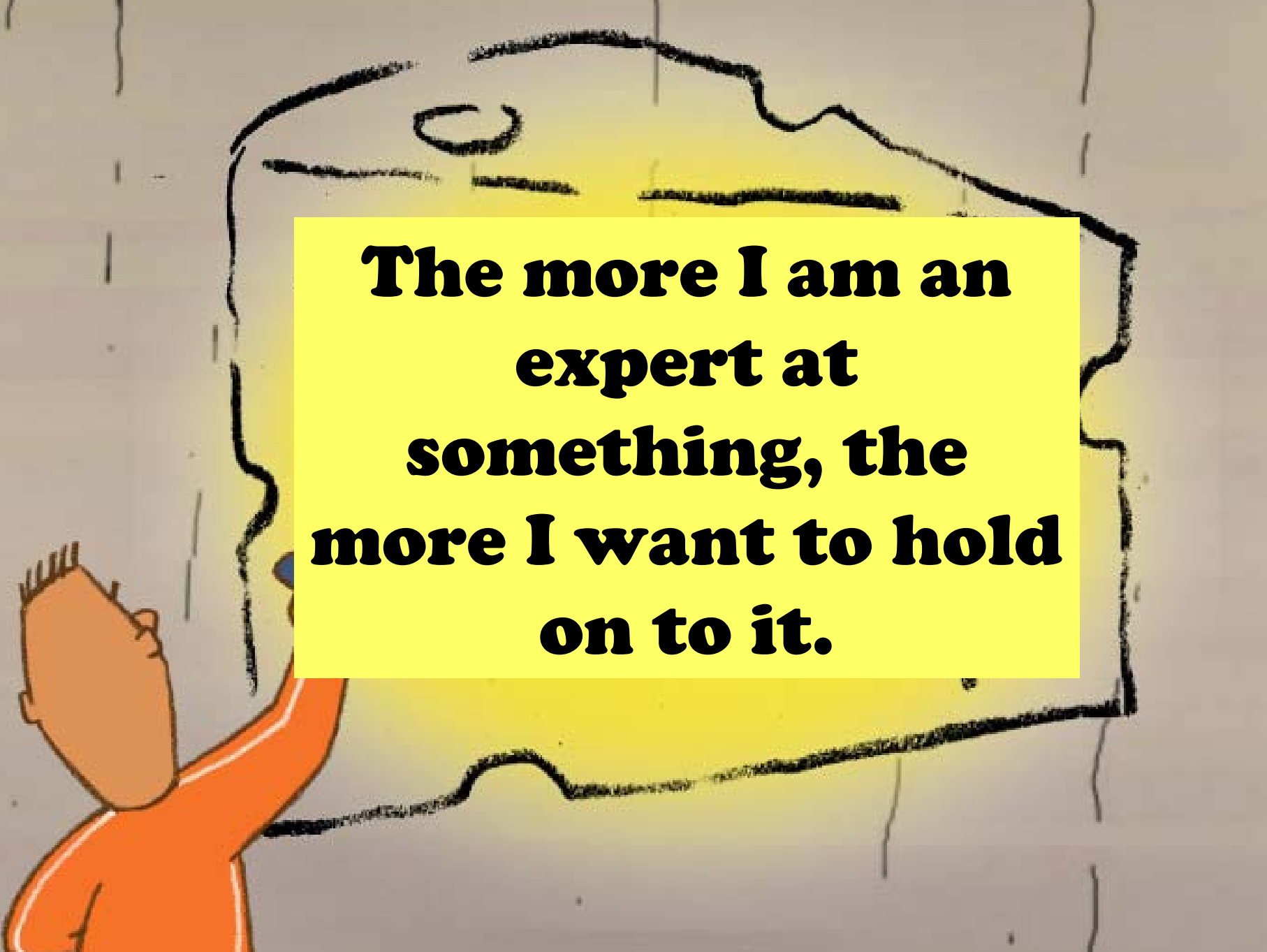
**HAVING CHEESE  
MAKES YOU  
HAPPY!**

**I WOULD RATHER BE  
CODING**



THE MORE IMPORTANT  
CHEESE IS TO YOU,  
THE MORE YOU WANT  
TO HOLD ONTO IT!





**The more I am an  
expert at  
something, the  
more I want to hold  
on to it.**




**THE DEMAND FOR YOUR  
EXPERTISE IN ONE YEAR**



## **“It’s Not Fair!”**



- **Look for an excuse**
- **Look for someone to blame**

A cartoon illustration of a man with a large head and a small body, wearing an orange long-sleeved shirt. He is holding a large, irregularly shaped yellow sign with a black border. The sign contains the text "WHAT WOULD YOU DO IF YOU WEREN'T AFRAID?" written in a bold, black, hand-drawn font. The man is looking up at the sign with a slight smile. The background is a plain, light gray color.

WHAT WOULD YOU  
DO IF YOU  
WEREN'T AFRAID?

WHAT WOULD YOU  
DO IF YOU  
WEREN'T AFRAID?





WHAT WOULD YOU

DO IF YOU

WEREN'T AFRAID

**The only thing that stands between  
you and what you want is your fear.**

**WHAT**

**If you read this book carefully you  
will discover that it is about your  
relationship to fear.**


A cartoon illustration of a person with a large head and a small body, wearing an orange long-sleeved shirt. The person is holding a large, irregularly shaped yellow sign with a thick black border. The sign contains the text: "WHEN YOU MOVE BEYOND YOUR FEAR, YOU FEEL FREE!". The person is looking up at the sign. The background is a plain, light gray color.

WHEN YOU MOVE  
BEYOND YOUR FEAR,  
YOU FEEL FREE!

# YOU MOVE

**“This is so simple it sounds stupid, but it is amazing how few oil people really understand that you only find oil if you drill wells. You may think you’re finding it when you’re drawing maps and studying logs, but you have to drill.”**

**- Source: The Hunters, by John Masters, Canadian O & G wildcatter**



SMELL THE CHEESE  
OFTEN SO YOU  
KNOW WHEN IT IS  
GETTING OLD.



6

**Two prime ministers are sitting in a room discussing affairs of state. Suddenly a man bursts in, shouting and stamping and banging his fist on the desk.**

**The resident prime minister admonishes him: "Peter," he says, "kindly remember Rule Number 6," whereupon Peter is instantly restored to complete calm, apologizes, and withdraws.**

**The politicians return to their conversation, only to be interrupted yet again twenty minutes later by an hysterical woman gesticulating wildly, her hair flying.**

**Again the intruder is greeted with the words: "Marie, please remember Rule Number 6." Complete calm descends once more, and she too withdraws with a bow and an apology.**



**When the scene is repeated for a third time, the visiting prime minister addresses his colleague:**

***"My dear friend, I've seen many things in my life, but never anything as remarkable as this. Would you be willing to share with me the secret of Rule Number 6?"***

**"Very simple," replies the resident prime minister.**

**"Rule Number 6 is 'Don't take yourself so damn seriously.'"**

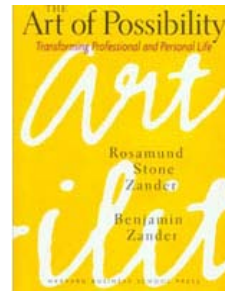
**"Ah," says his visitor, "that is a fine rule."**

**After a moment of pondering, he inquires,**

**"And what, may I ask, are the other rules?"**



**"There aren't any."**



**Taken from:**

**'The Art of Possibility' by Ben and Ros Zander**



**You miss 100% of the shots  
you never take.**

**Wayne Gretzky**



**The most successful people are those who are good at plan B.**

**James Yorke, mathematician, on chaos theory in *The New Scientist*.**

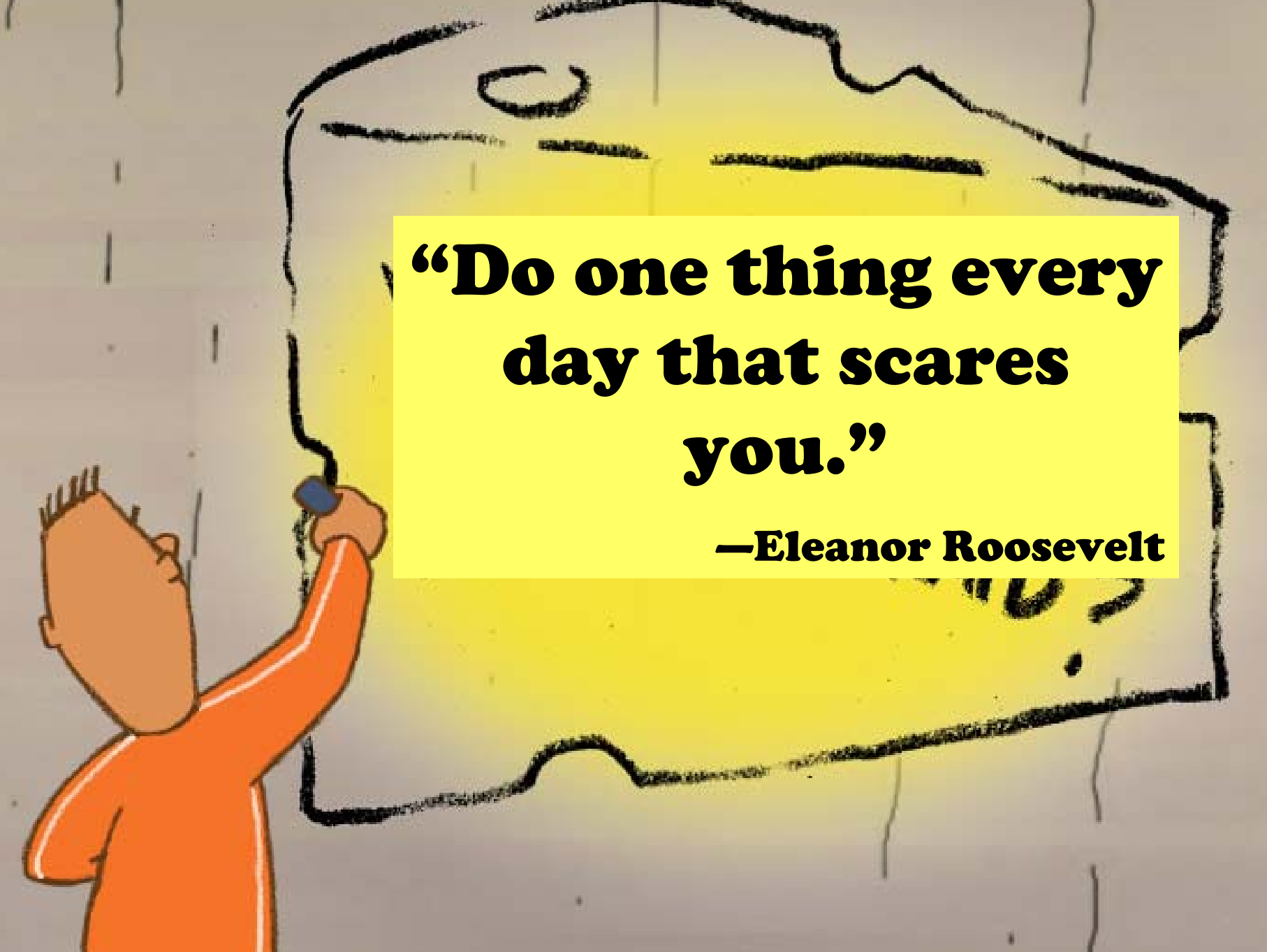


## **Fail Forward Fast**

**Tom Peters**

**Failure is fertilizer for success.  
That's why it feels like shit.**

**Richard St. John**



**“Do one thing every  
day that scares  
you.”**

**—Eleanor Roosevelt**