

CRAZY

"Are you crazy? If not, you should be."

Crazy gets it done, motivates and inspires you. You don't have to listen to 'them' or to what society expects of you. You weren't born to be average, to follow, or to lead a meaningless life.

Crazy is what gets it done. You can do it if not one tells you it can't be done. If they do, don't listen. Just do it.

Here is crazy:

"So we went to Atari and said, 'Hey, we've got this amazing thing, even built with some of your parts, and what do you think about funding us? Or we'll give it to you. We just want to do it. Pay our salary, we'll come work for you.' And they said, 'No. So then we went to Hewlett-Packard, and they said, 'Hey, we don't need you. You haven't got through college yet.'" --Apple Computer Inc. founder Steve Jobs on attempts to get Atari and H-P interested in his and Steve Wozniak's personal computer.

"Computers in the future may weigh no more than 1.5 tons." --Popular Mechanics, forecasting the relentless march of science, 1949.

"I think there is a world market for maybe five computers." --Thomas Watson, chairman of IBM, 1943.

"I have traveled the length and breadth of this country and walked with the best people, and I can assure you that data processing is a fad that won't last out the year." --The editor in charge of business books for Prentice Hall, 1957.

"But what ... is it good for?" --Engineer at the Advanced Computing Systems Division of IBM 1968, commenting on the microchip.

"There is no reason anyone would want a computer in their home." --Ken Olson, president, chairman and founder of Digital Equipment Corp., 1977.

"This 'telephone' has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us." --Western Union internal memo, 1876.

"The wireless music box has no imaginable commercial value. Who would pay for a message sent to nobody in particular?" -David Sarnoff's associates in response to his urgings for investment in the radio in the 1920s.

"The concept is interesting and well-formed, but in order to earn better than a 'C,' the idea must be feasible." --A Yale University management professor in response to Fred Smith's paper proposing reliable overnight delivery service. (Smith went on to found Federal Express Corp.)

"Who the hell wants to hear actors talk?" --H.M. Warner, Warner Brothers, 1927.

"If I had thought about it, I wouldn't have done the experiment. The literature was full of examples that said you can't do this." --Spencer Silver on the work that led to the unique adhesives for 3-M "Post-It" Notepads.

If history repeats itself, then your crazy idea today may well be just the one the world is looking for. Do it, don't quit your day job just yet, but start, take the first step. Do it NOW, today is all that you have. Be crazy. It's fun, it's exciting, it's time to live.