

Finding Balance and Margin in Stormy Seas



Leading with Power

Chippewa Falls, WI

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We Live in a Special Moment in History



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A Special Moment in History

- Gutenberg
- Columbus
- Wright brothers
- Radio, television, computer, Internet
- Cell phone

Our Special Moment in History

- Gutenberg
- Columbus
- Wright brothers
- Radio, television, computer, Internet
- Cell phone
- **Math**

First Era: 3100 BC to 1750 AD

Progress 1.0
slow, grinding, destitute

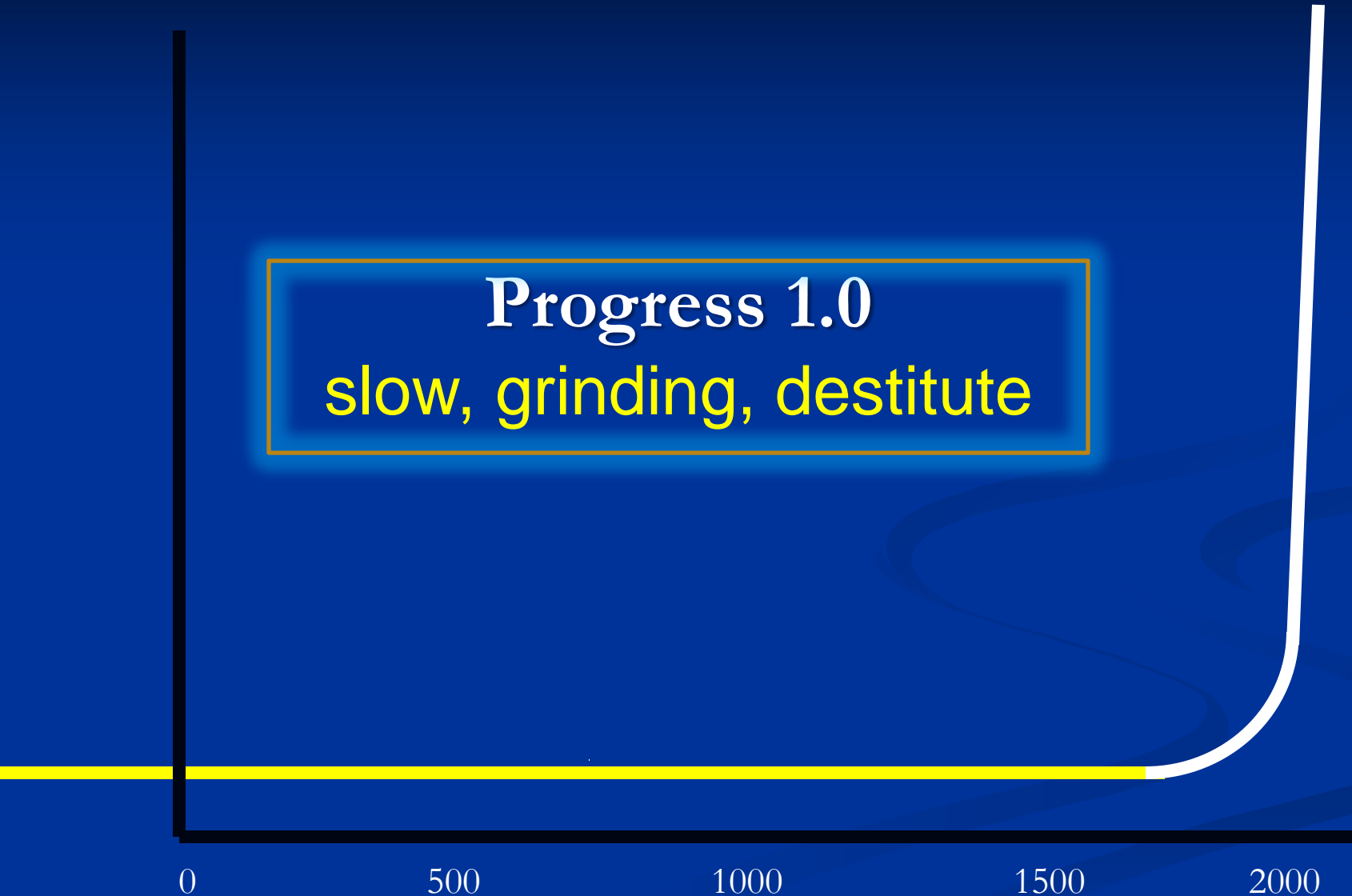
0

500

1000

1500

2000



Second Era: 1750-2000

Progress 2.0
ascendant, glorious, hopeful

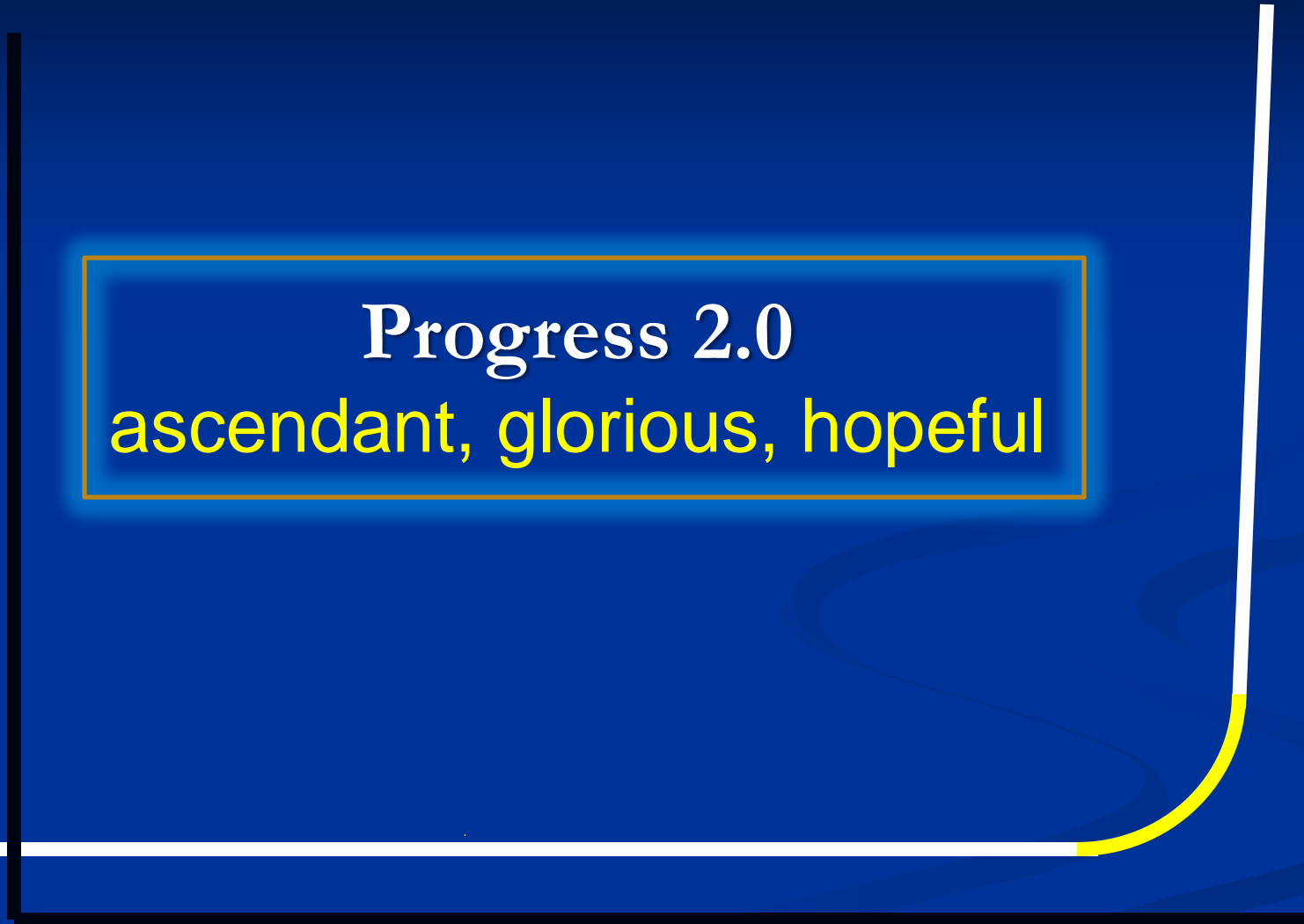
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2000



Third Era: Past 25 years

Progress 3.0
explosive, uncontrollable, volatile

0

500

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1500

2000

Our Special Moment in History

- The math is dramatically different
 - ❖ The numbers are incomprehensible
 - ❖ The math is dysfunctional
 - ❖ The curves are increasingly exponential

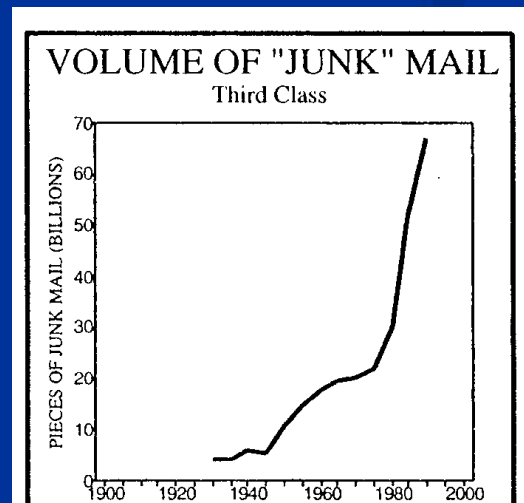
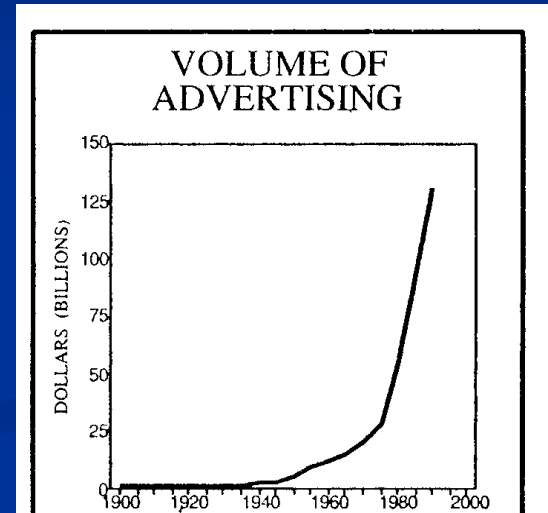
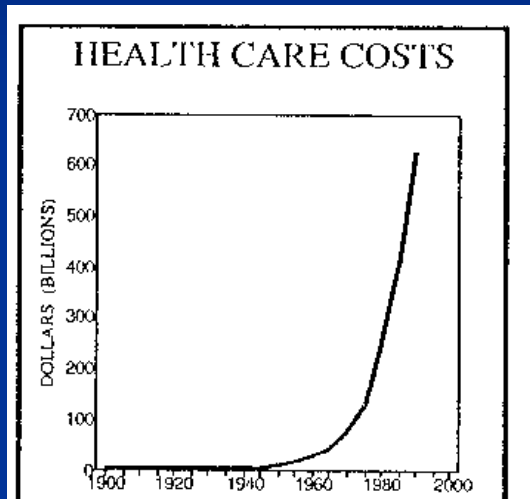
The Math Is Dysfunctional

- >500 baccalaureate degrees
- 1,100 movies a month w/ satellite dish
- 40,000 different products in grocery store
- 55,000 configurations of coffee at Starbucks
- 10 hours of media exposure/day; TV 34 hrs/week
- 400,000 books/yr published in US and GB
- More video uploaded to YouTube in 60 days than all 3 networks created in 60 years
- 1 trillion URL (resources) on the Web
- Twitter 350 million tweets/day; 2007, 5,000/day

- Learn to operate 20,000 pieces of equipment
- Technology will ↑ a million times in this century
- Change will increase 1,000 times in this century
- Knowledge workers check email 50x day, instant messaging 77x and visit 40 websites
- Avg desk worker starts something new q 3 minutes
- Information overload costs businesses \$650 bil/yr and stress costs \$300 bil/yr
- Read 2 healthcare articles qd → 1,000 yrs behind
- PDR 2011 - 3,300 pages; 1948 – 300 pages
- “There are 35,000 publications a year in neuroscience, and no single researcher knows even 1% of that.”

Curves Are Increasingly Exponential

J curves, S curves, Turning points



Health Care Costs

The largest, most complex domestic problem the US has ever experienced

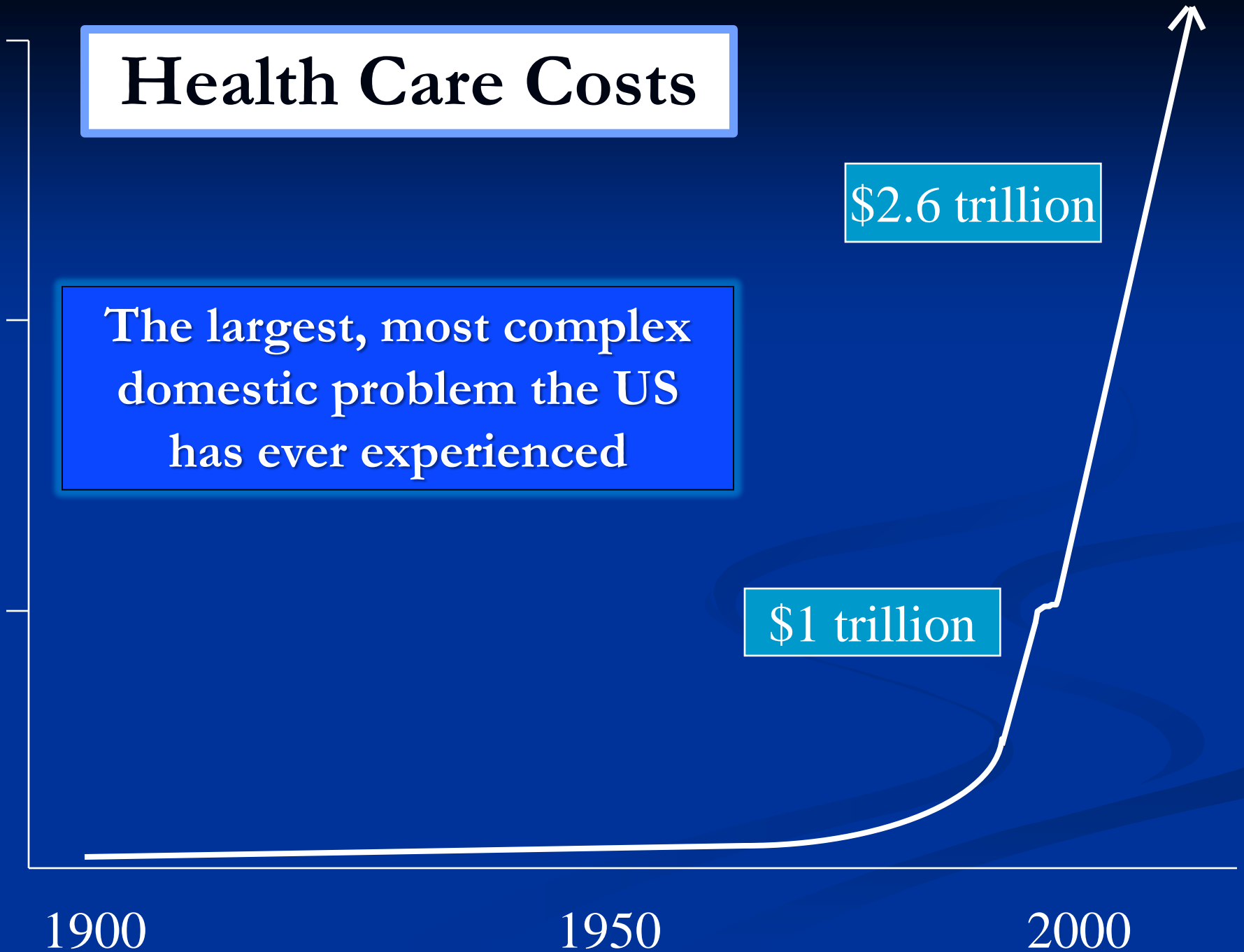
\$2.6 trillion

\$1 trillion

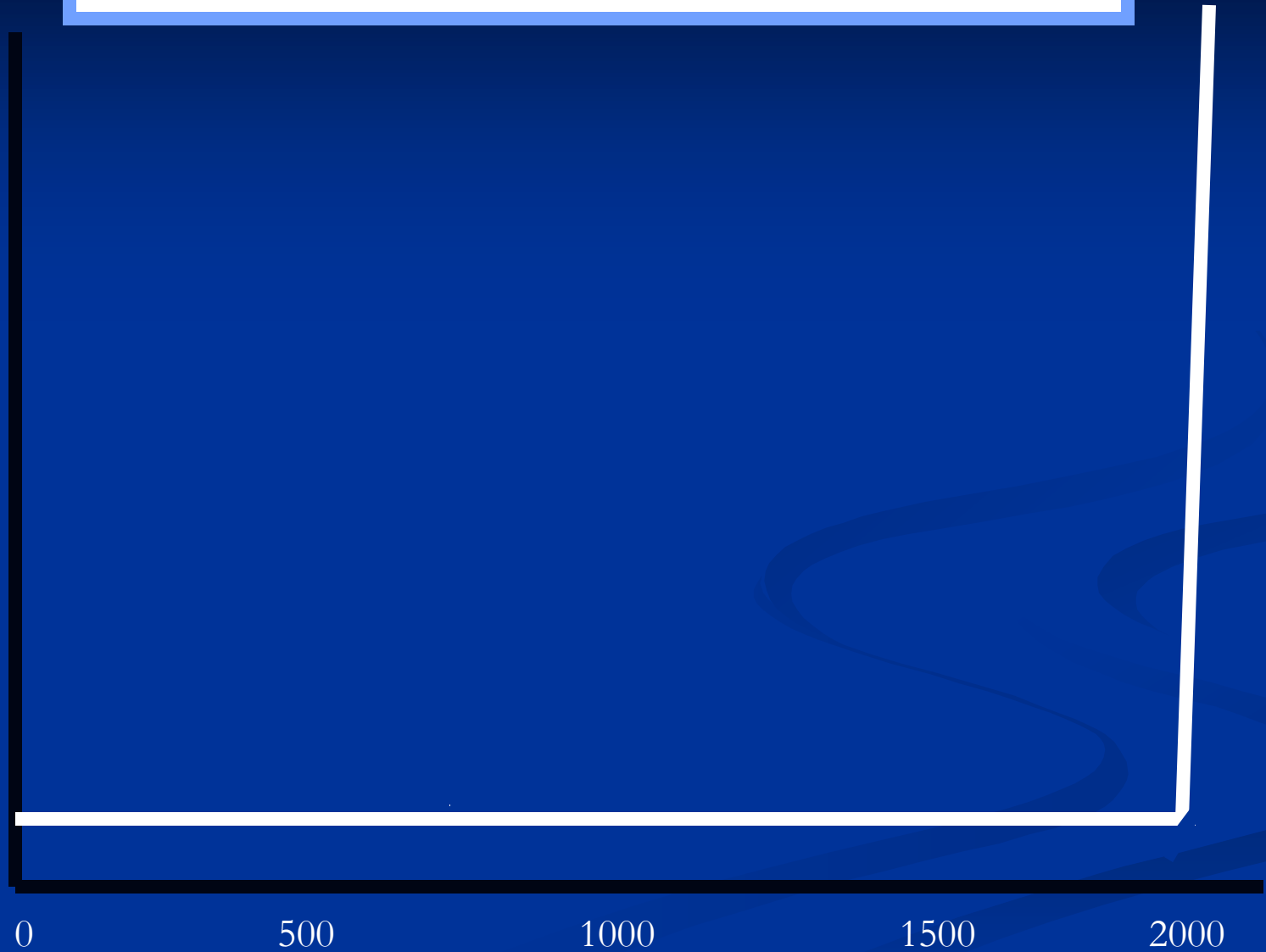
1900

1950

2000



Profusion Number vs. Years



Curves Are Increasingly Exponential

Underestimated

- Fold paper 40x
- Mismatch
 - ❖ Day-to-day context → linear
 - ❖ Global context → exponential

What's responsible?

Progress

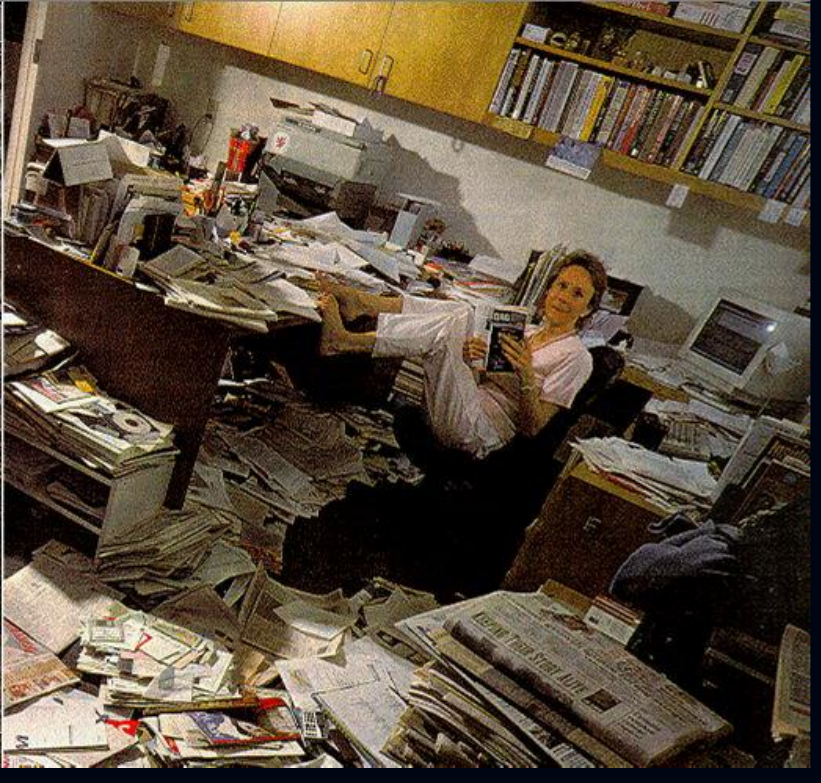
*More and more of everything
faster and faster*

on a collision course with

Human limits

leads to

Overload & Imbalance











Fast Company, *Balance is Bunk*

The global economy is antibalance . . . Someday, all of us will have to become workaholics, happy or not, just to get by . . . Great leaders, serial innovators, even top sales reps may be driven by a kind of inner demon—the need to prove themselves . . . anxiety is a central part of our existence . . . Can any couple facing two full-time jobs, kids, aging parents, groceries, the dog, the bills, and telemarketers at dinnertime expect anything but all stress, all the time?

. . . successful professionals found ways to switch the focus of their full attention with lightning speed among activities and people in different realms . . . Consider it an exercise in continuous redesign, in adapting to ever-changing circumstances and priorities. For couples, this also requires constant rebalancing of roles and responsibilities . . . Those who succeed are the people who learn to dance with change . . . They don't make decisions once or twice, but all the time.



TRANS ANTARCTIC
EXPEDITION

B

The Universe Is Pro-Balance

- Everything in the universe displays sophisticated balance
- Human body – **Homeostasis**
- - 123
 - 10
 - 10

Place Life in Stable Orbit Around Priorities

- Priorities from death bed
 - ❖ Dying teaches us about living
 - ❖ World Trade Towers



Place Life in Stable Orbit Around Priorities

- Priorities from death bed
 - ❖ Dying teaches us about living
 - ❖ World Trade Towers

North tower hit 8:46 AM

Collapsed 10:28 AM

1 hour 42 minutes



Place Life in Stable Orbit Around Priorities

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 - ❖ Dying teaches us about living
 - ❖ World Trade Towers
 - ❖ Things that matter most must never be at the mercy of things that matter least. Goethe



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 - ❖ Things that matter most must never be at the mercy of things that matter least. Goethe
 - ❖ *“I don’t want to spend my last week on earth apologizing for my life.”*



Counter Escalation of the Norm

The rapid escalation of the norm is followed by an normalization of the escalation, which becomes the new normal.

Counter Escalation of the Norm

Everything escalates: sunglasses, weddings, funerals, hospital beds, cars, computer features, church programs, kindergarten birthday parties, salaries for professional athletes, Christmas...





Counter Escalation of the Norm

You can have escalation,
or you can have balance,
but you can't have them both.

Develop a Bias for Function over Escalation



Compare the Opportunity Costs

- Whenever we spend time, money, energy, or attention on one thing, we pass up the opportunity to spend it on something else.

SPECIAL

OFFER

2 DRINKS

FOR THE
PRICE OF

2 DRINKS

— * —



Compare the Opportunity Costs

- International VP
- Mayo Clinic cardiologist
- Dentist with a slow morning

Live from Inside Out



Do the Math on Yes vs. No

- Learn how to say No to non-priorities
 - ❖ *No* is a complete sentence; a mathematical necessity



Do the Math on Yes vs. No

- Learn how to say No to non-priorities
 - ❖ *No* is a complete sentence; a mathematical necessity
 - ❖ Steve Jobs
 - ❖ A holy word



This company needs focusing. Focusing does not mean saying yes. It means saying no.

Do the Math on TV

- Avg person watches 34 hrs/week
 - ❖ More TVs than people in average home
 - ❖ 20% of two-year olds have TVs in room
 - ❖ Late night TV is very educational
 - ❖ What did we do before TV?

Use the Free Three

➤ The Free Three

- ❖ Laughter

- ❖ Music

- ❖ Nature









Use the Free Three

➤ The Free Three

- ❖ Laughter

- ❖ Music

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Periodically Disconnect

- Closure on the end of day and week?
- Checking into hotel in home town
- Manitoba MD
- The Finnish Mokki

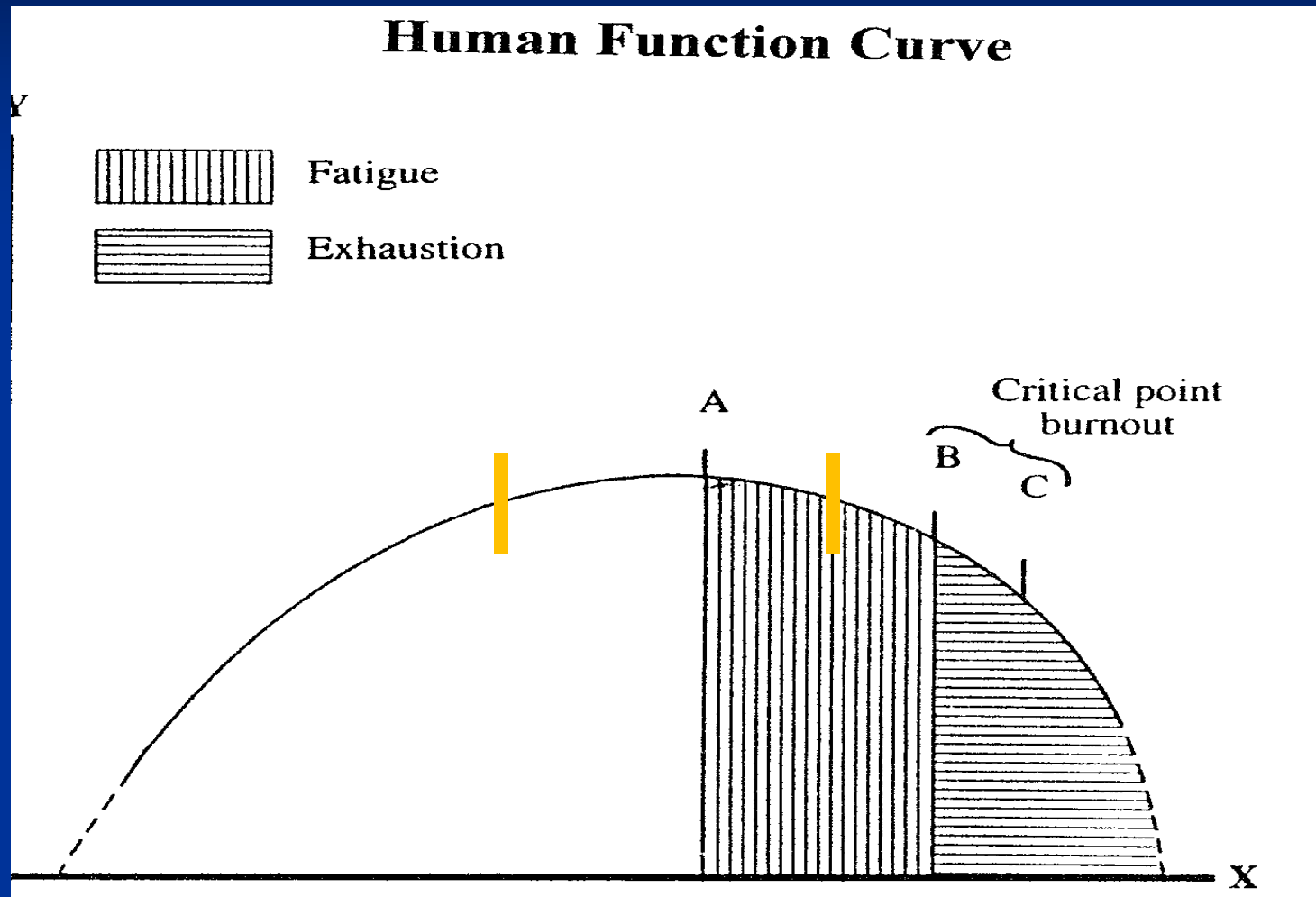


Mokki



Be Productive with Margin

Productivity



Stress

Cherish Relationships

➤ Health enhancing







Cherish Relationships

- Man who drove 90 miles
- Child psychologist forgot kid's name
- Half-hour at ClubMac
- Communication: Adam, Matt, Linda
- Balance: A cooperative effort



Practice Simplicity

- Everything we own owns us; Clutter
- Jesus example
- Einstein's suits
- Anesthesiologist's classic car
- Quaker neighbor
- A walk to Dairy Queen
- Ophthalmologist: *I tried to simplify for six years*

Cultivate Contentment

- Hagar's Two Rules for Happiness
- John Kenneth Galbraith
- Immanuel Kant







Among the Things that Matter Most

- Vision
- Gratitude
- Grace
- Faith
- Love