

In the face of unknowability, here are **16 REASONS** why **ACTION TRUMPS EVERYTHING**

1 If you act, you will find out what works . . .

2 . . . and what doesn't.

3 If you never act, you will never know if you are right or wrong. You may *think* you know, but you won't be able to point to anything concrete to prove you are right. As Mark Twain famously pointed out: "It ain't so much the things we don't know that get us into trouble. It's the things we know that just ain't so."

4 If you act, you will find out if you like it . . . with "it" being whatever the new action is . . .

5 . . . or you don't.

6 Acting leads to a market reaction, which could take you in another direction.

7 As you act, you can find people to go along with you. For example, in talking to your suppliers, you ended up meeting the world's most organized person. She now runs the day-to-day operations of your catering business and is a 10% owner.

8 As you act, you can find ways to do things faster, cheaper, better. You discover, after making your world-famous Chicken Parmesan 50 times, that you can prepare the dish in eight steps instead of eleven.

9 If you act, you won't spend the rest of your life going, "I wonder what would have happened if . . ."

10 If all you do is think, you are less interesting as a person. Who would you rather sit next to on a plane, someone who started a successful rock-climbing store (or even an unsuccessful one), or someone who only thought about it?

11 If all you do is think about stuff, you gain tons of theoretical knowledge, but none from the real world. In other words, if all you do is think . . .

12 . . . all you do is think.

13 Action always leads to evidence. You act, therefore something changes, and in observing that reaction you gain knowledge. (Hmm, if I drop an egg from shoulder height, it shatters.) Thinking doesn't lead to proof. Or messy floors. As Scott Cook, founder of Intuit, says: "Evidence is better than anyone's intuition."

14 If you act, you know what is real. You always want to know what's real.

15 Talking to people is action . . . at zero cost.

16 It seems the cost of doing more thought, before you pull the trigger, is zero. But there is a huge opportunity cost. While you are still thinking, someone else could be stealing your market or the opportunity itself may end.

Taken from *Action Trumps Everything: Creating What You Want in an Uncertain World* by Charles F. Kiefer and Leonard A. Schlesinger. Copyright © 2010 by Charles F. Kiefer and Leonard A. Schlesinger.
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