

Don't do the right thing.

God knows, you'll be tempted.
The right thing sounds so good in meetings.
It looks fantastic in charts.
The right thing soothes racing pulses,
and settles churning stomachs.
Everybody can get on board with the right thing.

The right thing is "good enough."

But good enough is not enough.
Don't do it.
Don't do the right thing.
Avoid it like the plague.

So, what are you supposed to do?
The wrong thing?
Of course not.

Do the brave thing.
The thing that troubles your sleep.
The thing with a million unknowns.
That seems ridiculous one moment,
and genius the next.
That's the thing you should do.

Chase it down.
Don't let it go.

Do the thing that disrupts.
That upends.
That doesn't just defy the status quo,
but reshapes it,
forever.

You can do that.
You have that in you.

To do the right thing or not, is a choice.
To disrupt or not, is a choice.

Let's do the brave thing.

disrupt

A handwritten signature in black ink, consisting of a stylized 'C' followed by a series of loops and a final flourish.