

# The calf path

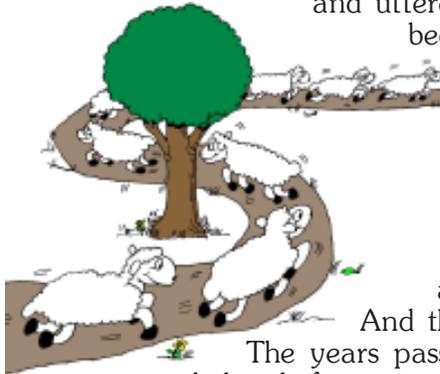
One day through the primeval wood  
a calf walked home as good calves should;  
but made a trail all bent askew,  
a crooked trail as calves all do.

Since then three hundred years have fled,  
and I infer the calf is dead;

but still he left behind his trail — and thereby hangs my moral tale.

The trail was taken up next day, by a lone dog that passed that way;  
and then a wise bellwether sheep  
pursued the trail o'er vale and steep —  
and drew the flock behind him too,  
as good bellwethers always do.

And from that day o'er hill and glade,  
through these old woods a path was made;  
and many men wound in and out,  
and dodged and turned and bent about;  
and uttered words of righteous wrath  
because 'twas such a crooked path.



But still they followed — do not laugh —  
the first migrations of that calf.

This forest path became a lane  
that bent and turned and turned again.

This crooked lane became a road,  
where many a poor horse with his load  
toiled on beneath the burning sun  
and traveled some three miles in one.

And thus a century and a half, they trod the footsteps of that calf.

The years passed on in swiftness fleet, the road became a village street;  
and this, before men were aware,  
a city's crowded thoroughfare.

And soon the central street was this,  
the hub of a renowned metropolis.  
And men two centuries and a half  
trod in the footsteps of that calf.

A hundred thousand men were led  
by one calf near three centuries dead.

For we are prone to go it blind  
along the calf-paths of the mind,  
and work away from sun to sun  
to do what other folks have done.

We follow in the beaten track,  
and out and in, and forth and back;  
and still our devious course pursue,  
to keep the path that others do.

We keep the path a sacred groove  
along which all our lives we move—  
but how the wise old wood gods laugh  
who saw that first primeval calf!



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# The Unlimited Unlimited Unlimited Unl Times

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Sam Walter Foss

# Characteristics of creative people

## Ways of thinking that will turn on your idea light bulb

"We all can do it. Everyone has powers of imagination and creative talent," says David Campbell, Ph.D. in his book, *Take the Road to Creativity and Get Off Your Dead End*.

Campbell goes on to explain how you can exercise that talent. He suggests you develop the characteristics common to most creative people. Among them:

1. **MENTAL AGILITY OR DIVERGENT THINKING.** *This is the ability to fan out in all directions from an idea and find not just one correct answer, but several possibilities. When asked what would happen if people had an extra thumb on each hand, across from the existing thumb, a divergent thinker offers several answers. "I could throw a curve ball easier, I'd have a spare thumb whenever I smashed one with a hammer, and the nursery rhyme would be about twelve little monkeys."*
2. **ORIGINALITY.** *Creative people produce lots of unusual ideas, and if not useful, at least they are interesting. For example, when asked for ways to use a one-foot square piece of aluminum foil, the original thinker might say, "Grind it up for eyeshadow or make a lapel handkerchief for Martian mannequins."*



3. **MULTIPLE SKILLS.** *Creative people have several skills and therefore do not easily fall into ruts. Each skill is enriched by the others. A writer who is also a musician hears rhythms in the words that are not evident to others. An executive who is intimately familiar with the patterns of wood grains may see different possible arrangements of work groups.*
4. **INTERESTED MORE IN CONCEPTS THAN IN DETAILS.** *Creative people do not get snagged early on details. They take a broad approach that may later lead them to more practical solutions.*
5. **CREATIVITY DEMANDS COMMITMENT.** *To change one's life even in small ways requires energy, and enthusiasm. You cannot be creative while inert.*

## Let 'em laugh

### Think creatively, regardless of what others say

"You're putting an air pump in a running shoe? I can't believe it! Those are never going to sell!"

"No worries, boss. Nobody's going to buy those Japanese cars."

"Who on earth would want six cans of the same thing in a package with a handle on it?"

"Those tires sure look flat to me. What did

you say they're called? Radials?"

"Watches with no hands? You're crazy!"

"Oh, come on. Don't tell me they can put music on Scotch tape."

"But, Tom, that thing's no brighter than a candle!"

**Here's what you can do:** *Remember that throughout history, people have always laughed at great ideas. Let 'em. Put your idea into action anyway!*

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# 10 creative ways to handle “stress”

## Ways of thinking that will tickle your funny bone

1. Make a list of things "to do" that you've already done.
2. Dance naked in front of your pets.
3. Put your toddler's clothes on backwards and send him off to preschool as if nothing was wrong.
4. Drive to work in reverse.
5. Read the dictionary upside-down and look for secret messages.
6. Start a rumor and see if you recognize it when it comes back to you.
7. Bill your doctor for the time spent in his waiting room.
8. Write a short story, using alphabet soup.
9. Stare at people through the tines of a fork and pretend they're in jail.
10. Make up a language and ask people for directions.

## An important lesson from the geese

As each bird flaps its wings, it creates an “uplift” for the bird following. By flying in a “V” formation, the whole flock adds 71% longer flying range than if each bird flew alone.

*People who share a common direction and sense of community can get where they are going quicker and easier when they travel on the thrust of one another.*

Whenever a goose falls out of formation, it suddenly feels the drag and resistance of trying to fly alone, and quickly gets back into formation to take advantage of the lifting power of the bird immediately in front.

*If we have as much sense as a goose, we will stay in formation with those who are headed where we want to go.*

When the goose tires, it rotates back into the formation and another goose takes over at the point position.

*It pays to take turns doing the hard tasks, and sharing leadership—because people, like geese, are interdependent upon each other.*

The geese in formation honk from behind to encourage those up front to keep up their speed.

*We need to make sure our honking from behind is encouraging—not something less helpful.*

When a goose gets sick or wounded or shot down, two geese drop out of formation and follow her down to help and protect her. They stay with her until she is either able to fly again or dies. Then they launch out on their own, either with another formation or to catch up with the original flock.

*MORAL: If we have as much sense as the geese, we'll stand by each other the way they do.*

# Don't compete, create!

"I'm just beginning a career in sales.  
Any suggestions, Joel?"

Yes! Find out what all the average salespeople are doing. **Then don't do it!**

A willingness to be unusual can often generate success, as a young woman discovered when she sent this letter in response to a major corporation's advertisement seeking a salesperson:

"I am presently selling furniture at the address below. You may judge my ability as a salesperson by stopping in to observe me. Come at your convenience. Just pretend you are interested in buying furniture. You can identify me by my red hair and, of course, I'll have no way of knowing who you are. Such sales ability as I display during your visit, therefore, will be my usual workaday approach and not a special effort to impress a prospective employer."

Despite hundreds of applicants, the redheaded furniture salesperson got the job! And you can reach your goals in the same way.

Take your cue from the most successful salespeople in your industry. You might even interview them!

A gentleman I met some years ago did just that. His name is Hal Morris. After graduating from college and beginning work with a brokerage firm, Hal, age 23, went to his firm's president and asked for the names of the ten most successful brokers in the country.

When he got the names, Hal called every one of them, set up appointments, spent his entire savings on airline tickets, and flew across the country to interview them.

As a result, he learned how to begin his career. You can do the same. In his early twenties Hal Morris became one of the most successful brokers on Wall Street! He never did what the ordinary brokers were doing! Instead, he followed the best people in the industry,



and it paid off.

I also suggest that you prospect, hard and long. During your first year you should spend at least 80 percent of your time prospecting. That should be reduced by half during each of the next three years, so by your fourth year, prospecting will require only 10 or 15 percent of your time. After that, you should be working almost entirely on referrals—if you're good. It's those first three or four years that most salespeople don't survive.

The sales profession has a high attrition rate because most new people just do what everyone else is doing. They prospect inadequately and, unlike Hal Morris, they follow the followers.

Instead, follow the leaders! Look at what everyone else is doing, and *don't* do it!

## Here's what you can do:

*When approaching a challenge, forget the limitations others have placed upon themselves in similar situations. Use your imagination. Don't compete, CREATE!*



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