



# QUANTUM LEAP CULTURE

By Tom Suddes

## Take A Quantum Leap.

Push the envelope. Live on the edge.

*“The mind, once expanded to dimensions of larger ideas, never returns to its original size.”*

—Oliver Wendell Holmes.

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**THREE GREAT BOOKS ON QUANTUM LEAPS...  
...TO HELP YOU LEAP!!!**

- 1) ***Quantum Leap Thinking*** by James J. Mapes.
- 2) ***You 2: A High Velocity Formula for Multiplying Your Personal Effectiveness in Quantum Leaps*** by Price Pritchett.
- 3) ***Taking the QUANTUM LEAP: The New Physics for Nonscientists*** by Fred Wolf.

**QUANTUM PHYSICS** is described as the

***“most powerful science ever conceived by human beings.”***

**A QUANTUM LEAP** is the

***“explosive jump that a particle of matter undergoes in moving from one place to another.”***

**QUANTUM LEAPS** are about

***‘exponential jumps’ in your impact and your income.***

(NOT about kaizen, tweaking, OR 3% to 5% growth tied to the adjusted cost of living or tuition increases!)

**QUANTUM LEAPS** are like taking any **BIG JUMP.**

***You don’t focus on the ‘middle’ of the jump ...  
but where you want to land!!!***

**QUANTUM LEAPS** are NOT about ‘trying harder!’

**Trying harder produces only INCREMENTAL GAINS not Quantum Leaps.** (Physicists studying Quantum Mechanics note that particles make these ‘jumps’ without apparent effort and without covering all the bases between the starting and ending point!)

**QUANTUM LEAPS** never happen by doing the same thing you’re doing now.

Price Pritchett says, **“Be ruthless about trying something different. Conventional growth comes because we think along conventional lines.”**

**QUANTUM LEAP** means violating the **BOUNDARY** of the ‘**PROBLEM.**’

**This means giving yourself permission to dream and to risk.**

**QUANTUM LEAPS** come when you seek the elegant solutions.

**Look for an approach characterized by SIMPLICITY, PRECISION and NEATNESS.** (NOT as COMPLEX or TIME-CONSUMING as your PRESENT STRUGGLE).

**QUANTUM LEAPS** allow you to do **MORE** with **LESS!**

Less resources. Less people. Less money.

The paradox: **This creates MORE resources, MORE people and MORE money.**

**QUANTUM LEAPS** are **NOT** about the ‘how to’.

Skip the ‘detail’. The answers will come to you. **When they do, you’ll probably find them to be simple, streamlined solutions.**

**QUANTUM LEAPS** are tied to **BHAGs.**

Price Pritchett reinforces Jim Collin’s thoughts on Big Hairy Audacious Goals. They’re not Big Hairy Audacious Goals if you’re **GUARANTEED** that you can reach them! Pritchett says that **if you have the ANSWERS and STRUCTURES and CERTAINTY UP FRONT... It’s NOT a QUANTUM LEAP!**

**A QUANTUM LEAP** by definition, means

***moving into uncharted territory with NO GUIDE to follow.***

You personally draw the map as you go. (In this case, however, I'd like to offer a GUIDE. You can still draw.)

**QUANTUM LEAPS** require you to take the **OFFENSIVE**.

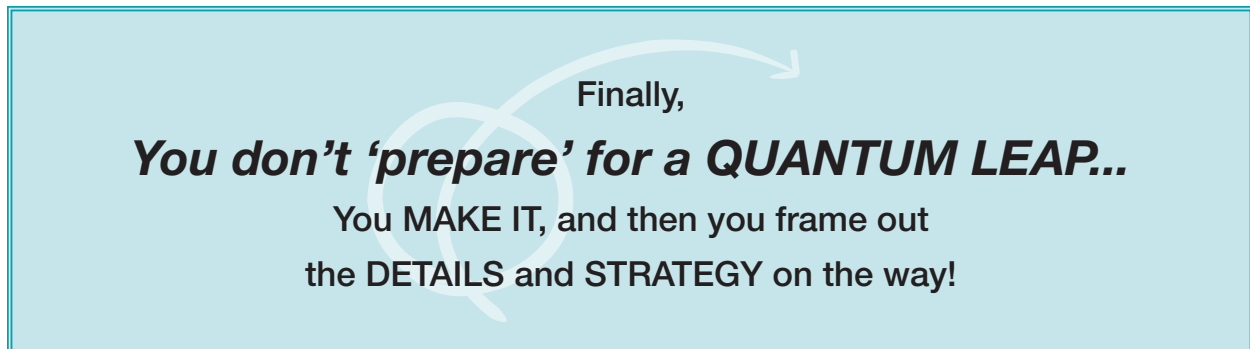
***You can't achieve exponential gains from a defensive posture, a passive stance.***

**QUANTUM LEAPS** require **FAILURE**.

***FAILURE is a sign of PROGRESS!*** It means you've left the safety of the status quo. Failure is a resource. It helps you find the edge of your capacities. (If you send a rocket toward the moon, 90% of the time it's OFF COURSE; it 'fails' its way to the moon by continually making mistakes and correcting them. Therefore, fail fast.)

**QUANTUM LEAPS** regard '**ZERO DEFECTS**' as a **HOSTILE CONCEPT**.

***'GETTING READY' (research, fancy brochures, etc.) is a stalling tactic, an act of anxiety.***



***"FAIL. FAIL AGAIN. FAIL BETTER."*** —Samuel Beckett

***"FAIL. FAIL FAST. FAIL FASTER."*** —Tom Suddes

***"SUCCESS is going from FAILURE to FAILURE with no loss of ENTHUSIASM."***  
—Winston

***"We need to FAIL in order to SUCCEED. Our only decision is HOW TO FAIL. By not going far enough... or going too far. I prefer the latter."***

—Harriet Rubin