

Zoe: Nuts & Bolts – Do You Have the Will?
Zoe Traits Part 5: Productive Paranoia!
Slide Notations

So far... Talking about the three attributes of sustained success/Zoe! *Fanatical Discipline*... Nothing weird/just sold out/motivated! *Empirical Foundations*... Standing on the Word of God and the things that are proven true! *Healthy Fear*... Productive Paranoia!

Secular illustrations because... “The children of this world are wiser in their generation than the children of light...” **Lk16.8**

Children of this world... An observation accentuated with melancholy and sorrow! **Lk16.1-8** Take away the unholy partners securing their futures/ill-gotten means... Find how creative and painstaking, skillful and engaging are the COTW to strive for perishable things... And how unmotivated we can be for eternal realities!

Asides! “Underlying the three core behaviors is a motivating force: passion and ambition for a cause or company larger than themselves. They have egos, but their egos are channeled into their companies and their purposes, not personal aggrandizement.”

Asides! Kingdom component: ambition (**Is14**) is replaced with en-theos, enthusiasm, so “with passion and enthusiasm for His cause and kingdom we push forward for things larger than ourselves. We know who we are, but our “assurance” is channeled into our mission and purpose and not personal aggrandizement.”

Productive paranoia: Successful people maintain *hyper-vigilance, staying highly attuned to threats and changes* in their environment, *even when—especially when—all’s going well*. They assume conditions will turn against them, at perhaps the worst possible moment. *They channel their fear and worry into action*, preparing, developing contingency plans, building buffers, and maintaining large margins of safety.

Productive Paranoia/Healthy Fear! A lesson from Herb Kelleher! In 1991, Herb Kelleher explained Southwest Airlines extremely conservative balance sheet: “*As long as we never forget the strengths that enable us to endure and grow in the midst of economic catastrophe; as long as we remember that such economic catastrophes recur with regularity; and as long as we never foolishly dissipate our basic strengths through shortsightedness, selfishness, or pettiness, we will continue to endure; we will continue to grow; and we will continue to prosper.*” Ten years later the world watched live, in real time, the horror of September 11, 2001. While the other major airlines cut operations in the immediate aftermath of 9/11, *Southwest did not cut a single job or cut a single flight—not one—*running a full schedule of flights (despite initially flying half-full planes) as soon as the government lifted a national air-travel shutdown. *Southwest turned a profit in 2001 and was the only major airline to turn a profit in 2002.* Southwest opened in new cities, gained market share, and utterly astonishing, saw its stock price rise in the fourth quarter of 2001. At the end of 2002, Southwest achieved a market capitalization greater than all other major U.S. airlines combined. Southwest achieved all this despite what it called “the potentially devastating hammer blow of September 11” because, in its own words from its 2001 annual report, “*Our philosophy of managing in good times so as to do well in bad times proved a marvelous protection.*” On 9/11 Southwest had \$1 billion in cash on hand and the highest credit rating in the industry. It also had the lowest cost-per-available-seat-mile, *a position secured by thirty years of discipline* that never waned during good times. *It had a crisis plan in place before 9/11.* It had financial-contingency planning tools in place before 9/11. *It had nurtured its culture of fierce, caring, and defiant people for thirty years, creating a reciprocal “we’ll take care of each other” relationship that proved strong and resilient. If that culture, and those relationships hadn’t been in place before 9/11, Southwest would have suffered like all the other airlines when the terrible event struck.* When Herb Kelleher described how Southwest Airlines responded to 9/11, he showed no personal bravado. He choked on his own tears, unable to finish his sentences, as he tried to describe how Southwest people came together to get the planes in the air as soon as the skies opened, *unified in a communal*

act of defiance. You can attack

us but you can not beat us; you can try to destroy our freedom, but you'll only make us stronger; you can inflict horror, but you cannot make us terrified. We will fly! If you come at the world with the practices of building a great enterprise and you apply them with rigor all the time—good times and bad, stable times and unstable—you'll have an enterprise that can pull ahead of others when turbulent times hit.

When a calamitous event clobbers an industry or the overall economy, companies fall into one of three categories.....those that pull ahead, those that fall behind, and those that die. The disruption itself does not determine your category. You do! -COTW

A lesson from Bill Gates! Gates showed his fearful side in what became known as the “nightmare memo.” In a four-day period, from June 17 to June 20, 1991, Gates’s personal fortune dropped more than \$300 mil as Microsoft stock suddenly fell 11% when a memo filled with “nightmare” scenarios leaked its way to the San Jose Mercury News. Written by Gates himself, the memo listed a series of worries and threats—about competitors, technology, intellectual property, legal cases, and Microsoft’s customer-support shortcomings—and proclaimed that “our nightmare... is a reality.” Keep in mind that at the time of the memo, Microsoft was rapidly becoming the most powerful player in its industry, with Windows on the verge of becoming one of the most dominant software products ever. Anyone who understood Gates would’ve known that the memo didn’t signal a change; he’d always lived in fear, always felt vulnerable, and he would continue.... **“...If I really believed this stuff about our invincibility, I suppose I would take more vacations.”**

“Koehler and Gates both believed in something bigger than themselves and gave their all...” “They were fanatically disciplined, proceeded on empirical truth and lived with healthy fear!” And they are modern day American proverbs for success in industry!

Healthy Fear! Come, children, listen to me: I will teach you the fear of the LORD. **Ps34.11** The fear of the LORD is the beginning of wisdom: a good understanding have all they that do his commandments. **Ps111.10** The fear of the LORD *is* the beginning of knowledge. **Pr1.7** The FOTL is to hate evil: pride, and arrogancy, and the evil way, and the disobedient/self-willed mouth. **Pr8.13** The FOTL prolongs days. **Pr10.27** In the FOTL *is* strong confidence: and his children shall have a place of refuge. The fear of the LORD *is* a fountain of life, to depart from the snares of death. **Pr14.26**

Be sober, be vigilant; because your adversary the devil, as a roaring lion, walks about, seeking whom he may devour. **1P5.8** The Lord *is* my helper, and *I will not fear what man can do to me.* **H13.6** The fear of man brings a snare. **Pr29.25** *I will fear no evil* because You are with me. **Ps23.4** Why should I fear in the day of evil... for God will redeem me! **Ps49.5,15**

Healthy Fear! (Declaration!) I will not fear rejection because I am accepted by God, nor embarrassment because those who believe on Him will never be ashamed, nor loneliness because He is always with me, nor illness because He is my healer, nor job loss because He is my provider, nor what men can do to me because God is on my side, nor the devil because he has been defeated... I will fear losing fellowship with God thru sin, I will fear losing my faith by neglect, I will fear losing my ministry by faithlessness, I will fear losing my voice in the world by becoming like it, I will fear being caught off guard by circumstances and events, I will fear dying before I have completed my mission, and most of all, I will fear losing my love for God and the awe of His salvation for the world... **“Let us conclude the issue of living: Fear God and keep his commandments: for this is the whole duty of man!” Ecc12.13**

Successful believers maintain a healthy reverence and respect for God; His person and His holiness... Toward the world they maintain an anxiety free hyper-vigilance for what can happen!