

July 06: Do Not Speak of Rhinos if There Are No Trees

“Do not speak of rhinos if there are no trees.” – African proverb (Thanks Jim Ericson!)

For years, my wife has recounted a failsafe anecdote, “told to me by natives”, if you should ever find yourself facing a pissed-off rhino.

Rhinos apparently have poor peripheral vision and have a hard time changing course once their tonnage starts moving in a particular direction. To take advantage of these two weaknesses, so say the locals, you should start running in circles around the (now-confused-and-possibly-even-angrier) killer-land-narwhal, removing and trailing your clothes as you scamper about to really throw the beast off course.

What my wife was unable to provide however, was the failsafe method of evading the tusk-and-trample combo, once you are nude and winded (I must say I still think this may be a very good ploy for the locals to get their jollies watching tourists madly and dizzily disrobing). Finding a sturdy and somewhat tall tree to climb might make some sense.

This postulated, if there are no trees within a concentric 200 meters or so, let’s face it, you are probably going to be savannah roadkill, so don’t even start thinking all the what-ifs as they will be for nothing.

What shape do our societal rhinos take? What guises do your personal ones gussy up in? And more importantly, how much time do you spend worrying about these leviathans that will most certainly crush you if they ever are able to get a missile off in your general direction? Or if some random and sickly bird happens to land on your doorstep, pecks you once or twice, and then keels over?

Clearly, a big part of responding to this question relies on your ability to be able to discern the boars from the bees, and there are more than a few tusked creatures out there you probably should be aware of and can actively take part in protecting yourself from – man’s interference with nature being a topical example.

Reflecting on my numerous, lengthy and bed-ridden hospital stays, one good way to start releasing yourself from these shackles is simply not watching the local (and even some national) newscasts. Being on narcotic painkillers only enhances the potential depression and fear these broadcasts seem to dwell on.

And who really needs this additional weight on their psychic shoulders when you have simply got to perfect getting your shorts off over your shoes while briskly side-stepping? That what you fear the most will meet you half-way, but only if **you** let it!

Announcement!

Dr. Mark Albion, who wrote the Foreward for *Passion at Work*, has just released a new book I strongly suggest you review. **True to Yourself: Leading a Values-Based Business** looks to be a **very** nice compliment to my work. Rather than paraphrase, please check it out on Amazon.com and let me know what you think! GOOOO Mark!

Book Update

I was recently informed that the translation rights for **Passion at Work** have been sold to **South Korea** of all places. Am not sure if my last name was a factor, the fact that Korea is a very entrepreneurial environment or the observation that they may need its message almost as badly as we do in the States. Regardless, I am stoked!

Again, friends don't let their friends (or kids) work without passion so if you need some good summer vacation reading, please [order](#) away! And if you buy two or more copies, Amazon picks up the freight.

Presentation Updates

I'd like to underscore my thanks to the employees of **Yahoo!** and **Oracle** to whom I recently had the pleasure of presenting to. Your energetic feedback and salutations are very appreciated!

I will be laying relatively low over the next month in preparation for what could be a fairly intense Fall. I will keep you looped as to my whereabouts so as not to startle you too badly if I should magically appear in your environment.

Stay in trouble out there!

My best cheers, L