

#8: Challenge the known and embrace the unknown.

One of the biggest mistakes you can make in life is to accept the known and resist the unknown. You should, in fact, do exactly the opposite: challenge the known and embrace the unknown.

Let me tell you a short story about ice. In the late 1800s, there was a thriving ice-harvesting industry in the Northeast. Companies would cut blocks of ice from frozen lakes and ponds and sell them around the world. The largest single shipment was two hundred tons, which was shipped to India. One hundred tons got there before melting, but this was enough to make a profit.

The ice harvesters, however, were put out of business by companies that invented mechanical ice makers. It was no longer necessary to cut and ship ice because companies could make it in any city during any season.

The ice makers, however, were put out of business by refrigerator companies. If it was convenient to make ice at a manufacturing plant, imagine how much better it was to make ice and create cold storage in everyone's home.

You would think that the ice harvesters would see the advantages of ice factories and adopt this technology. However, all they could think about was the known: better saws, better storage, better transportation. Then you would think that the ice makers would see the advantages of refrigerators and adopt this technology.

The truth is that the ice harvesters couldn't embrace the unknown and jump from their curve to the next curve. Challenge the known and embrace the unknown, or you'll be like the ice harvesters and ice factories.