

THE SHARK AND THE GOLDFISH



Positive Ways *to* Thrive
During Waves *of* Change

JON GORDON

International bestselling author of *The Energy Bus*

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*For my brother David Gordon,
who suggested that I write this story.
Your idea and encouragement made this book possible.
Thank you.*

A Confession

I recognize the fact that in real life goldfish cannot survive in the ocean's saltwater—and that fish really can't talk, either. ☺ This is an imaginary story meant to convey an important message. After all, Mickey Mouse, Shrek, Nemo, and Superman are invented characters as well.

Also, if you read this book to your children, please remind them not to take goldfish to the beach.

Introduction

If you are concerned about the future and anxious about your situation, I know how you feel. I lost my job in 2001 during the dot-com bust. The company was losing money faster than we could raise it and eventually the company sank faster than the Titanic. I thought it was the worst event of my life. I was two months away from being bankrupt. I had a wife, two young children, a mortgage, no health insurance, and very little savings. I was a paycheck away from losing it all. It *sounds* bad. It *felt* bad. Seen from one point of view I suppose it *was* bad. But one day I decided that I wasn't going to let this challenge take me down. And that's when I knew I had to change what I was thinking and doing.

I read a few books, which empowered me to take control of my financial future and helped me make some important decisions through the change. Eventually these decisions would lead to the work I do now as a writer, consultant, and speaker. I often joke that I went from Fired to Fired Up. My layoff led to my life's mission and purpose. What I thought was the worst event in my life actually lead to the best. I realized that dealing with waves of change is all about how we perceive and respond to the change we are facing.

Fast forward to today. I now do a lot of work with leaders and organizations to create positive change. With so many people and organizations affected by the current economy it occurred to me that we need a new model for dealing with the new waves of change in our work and in our lives. After all, *in today's world the cheese hasn't just been moved—it's been swept away by a tsunami of an economic crisis*. As a result, I felt compelled to write this book.