The Boycott Book

May be big, but there are no small things. Everything matters.

4. To be the change you want to see in the world, you don’t have to be loud. You don’t have to be eloquent. You don’t have to be elected. You don’t even have to be particularly smart or well educated. You do, however, have to be committed.

5. Take personal responsibility. Never think that “it’s not my job”. It’s a cop-out to say, ‘What can I do, I’m only one person.” You don’t need everyone’s cooperation or anyone’s permission to make changes. Remember this little gem, “If it’s to be, it’s up to me.”

6. Don’t get caught up in the how of things. If you’re clear on what you want to change and why you want to change it, the how will come. Many significant things have been left undone because someone let the problem solving interfere with the decision-making.

7. Don’t wait for things to be right in order to begin. Change is messy. Things will never be just right. Follow Teddy Roosevelt’s timeless advice, “Do what you can, with what you have, where you are.”

8. The genesis for change is awareness. We cannot change what we don’t acknowledge. Most of the time, we aren’t aware of what’s wrong or what’s not working. We don’t see what could be. By becoming more aware, we begin the process of change.

9. Take to heart these words from Albert Einstein? arguably one of the smartest change masters who ever lived: “All meaningful and lasting change starts first in your imagination and then works its way out. Imagination is more important than knowledge.”

10. In order for things to change, YOU have to change. We can’t change others; we can only change ourselves. However, when WE change, it changes everything. And in doing so, we truly can be the change we want to see in the world.

Since this list was inspired by Gandhi’s belief, it seems appropriate to end with another of his quotes:

“Consciously or unconsciously, every one of us does render some service or other. If we cultivate the habit of doing this service deliberately, our desire for service will steadily grow stronger and we will make not only our own happiness, but that of the world at large.”

One Step Further

- Do more than exist: live.
- Do more than hear: listen.
- Do more than touch: feel.
- Do more than listen: understand.
- Do more than look: observe.
- Do more than think: reflect.
- Do more than read: absorb.
- Do more than just talk: say something.