Strategy: Hold 'em and Fold 'em

I am now going to give you the worst advice that any human being has ever been given and tell you, "Don't you believe it for a minute." I bet you've heard the phrase, "Know when to hold 'em, know when to fold 'em." Stupid, stupid, stupid, stupid, stupid. People who get things done in this world persist many, many, many, many miles, many, many, many, many hundreds of miles beyond the line when patience should have given out and you should've turned back.

I am not suggesting this means you're going to hit a home run every time you take a swing. You are going to hang in there far too long. You're going to have a wasted week, a wasted month, you might have a wasted two year piece of your career. But people who really hang in there through the resistance that comes associated with any project that makes a difference hang in way, way, way, way, way beyond the point of sanity.

If you're a person who loves to read business history, the history of great projects, the Panama Canal, well, then you will listen to my piece of advice, and my piece of advice is:

Know when to hold 'em and know when to hold 'em.

Hold on.

You might not be in the history books, but if you fold 'em we know damn well you won't be in the history books.