
WHAT'S IMPORTANT | Volume I, Issue 6 | December 9, 2005

"What's Important" is a universal concern. The phrase resonates with an infinite number of meanings. What's important is both a question and an answer, depending on the situation.

As we zoom along in what some call a "Knowledge Economy," Sir Francis Bacon's famous line, "Knowledge is Power," might seem more applicable than ever. But, with an astonishing array of facts and figures only a Google search away, access to information no longer determines who's "in the know."

Knowledge is merely potential power – power waiting to be seized through action. We may know what we need to do to make our waists smaller, our bank accounts bigger, or our days more productive, but it's those of us who act on that knowledge that reap the rewards.

More than 65,000 people have graduated from Harvard Business School and 81,000 from Wharton. Many of them enjoy superstar careers. Many of them do not. Yet, they all have had excellent access to knowledge. And, how is it that some of America's most successful entrepreneurs don't sport advanced degrees? What is the difference?

As people progress in their careers, the emphasis shifts from whether they have the skills, to whether they have the drive, to make things happen. Creativity, initiative and commitment set them apart. These are the qualities that help people shine in their jobs and help companies thrive. These qualities don't come from a book, a classroom or even a Google search – they come from doing.

While education is important, we can't get far on knowledge alone. Even a great idea is just an idea until someone commits to make it real. Our challenge, at work and in life, is to transform static knowledge (what we know) into dynamic action (what we do) to get results.

Are you letting what you know drive what you do? Can you help others shift what they know out of neutral so their talent isn't idling?

In his book, *Be the Difference*, Dan Zarda writes, "The place you are in needs you today. No one else can contribute your unique combination of talents, energy, insights and ideas. What you do does make a difference. You're in control of your corner of the world." Now, take what you know and go brighten it.

What's important is not what you know, but what you do with what you know to make a difference.

Email me at chuck@durakis.com to share your thoughts.

Thanks,

Chuck