

Shared by **Tom Asacker: author, innovator, change agent, provocateur**

Be like Bob.

Bob Dylan has become the first musician to win the Nobel Prize for Literature.
And he has no idea how it happened.
Because it was unknowable.
Here's why.
Dylan didn't write his songs.
His songs wrote themselves.
They emerged from his inner self.
His wellspring of creativity.
And it never would've happened if he knew what he was doing.
If Bob stuck to his story.
Unwilling to let go of his manufactured self.
His trappings of success.
Consider Sunday night, July 25, 1965.
That's when Bob went electric at the Newport Folk Festival.
He made a spontaneous decision to perform with a fully amplified band.
Because he *felt* like doing it.
And the folk music establishment was not impressed.
In fact, they were downright angry.
They viewed Dylan's metamorphosis as a put-down, a betrayal.
How dare he play an electric guitar?
Who does he think he is to challenge the Festival?
Make no mistake.
The establishment is not interested in your inner voice.
And they couldn't care less about inspired creation.
The establishment wants you to advance the agenda of the establishment.
The business of the establishment is to keep people muddled in the establishment's mysterious knot of beliefs and traditions.
Which blows my mind that Bob won the most venerable of establishment awards.
So embrace the paradox of his achievement and follow Bob's lead.
Don't be a static part of the establishment.
Be a dynamic force of life.
Your life!
Do something different and daring.
Will you disappoint people?
Sure, initially.
Dylan was said to have "electrified one half of his audience, and electrocuted the other."
William Blake wrote, "I will not reason and compare: my business is to create."
So is yours.
Let go of your need to please and your desire to fit in.
Do something unimaginable.
Rise above the herd and be like Bob.
Be dynamic!

Catalyst for change, Tom Asacker has written several books including *The Business of Belief* and *Opportunity Screams*. He views today's world of complexity and change as a large-scale manifestation of many emergent events and behaviors that require a new, coherent viewpoint to guide one's actions.