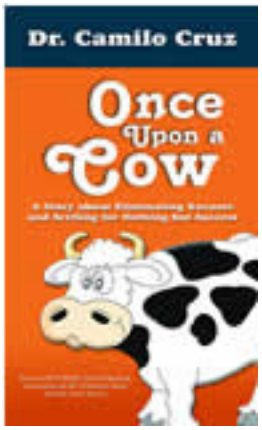
LEADERSHIP | REVIEWS AND RECOMMENDS | SALES | SKILLS | TEAMWORK

Once Upon a Cow

A story about eliminating excuses and settling for nothing but success.

618 words | 3 pages



Around 1590, while teaching math at the University of Pisa, Galileo decided to put one of Aristotle's theories to the test. In today's language, he decided to kill a sacred cow. He loved to test theories. After all, that was how theory became truth. But most of all, he wanted to demonstrate to his students and colleagues that Aristotle's theories were not infallible.

He chose one of Aristotle's best-known theories. Aristotle had stated that if you drop a ten-pound weight and a one-pound weight at the same time, the ten-pound weight would fall ten times faster than the one-pound weight. For eighteen centuries everybody had accepted this theory without ever testing it. Galileo thought otherwise, and he was going to prove it.

He made an announcement to his students: Two bodies falling through space at the same time reach the ground at the same

time, no matter what they weigh. Anybody who was interested in discovering the truth was invited to witness the event the next morning.

According to history, the following morning his students, along with some of the curious citizens of Pisa, tagged along with Galileo as he set out for the Tower of Pisa. He climbed the tower with a ten-pound shot in one hand and a one-pound shot in the other. The world below waited.

Who would be the victor, the ancient sage of Greece or the twenty-five-year-old rebel from Pisa?

Once Upon a Cow takes us on a journey to awareness, revealing the 'Cows' in our lives and follows up with a bold challenge to rid ourselves of them.

Dr. Camilo Cruz states, *"A "cow" represents every excuse, pretext, justification, lie, rationalization, fear, and false belief that keeps you bound to a life of mediocrity and prevents you from living the life you truly deserve and were meant to live."*

Serendipitously, in the week before reading this book I had uncovered a couple of those old beasts lowing in one of my back pastures. Thinking I had slaughtered those years ago, one of the gifts I received from this easy but powerful read was discovering the 'Cow' that was keeping the others in place!

Starting out in Chapter One with A Tale about a Cow, your awareness will grow with subsequent chapters –

- Don't Expect Every Cow to Moo
- Every Cow Starts out as a Calf
- Cows of a Different Color
- The Origin – Where Do Cows Come From?
- Thou Shalt Not Receive Any Cows as Gifts!
- How to Get Rid of Any Cow
- There's Only One Way to Kill a Cow
- Maintaining a Cow-Free Zone

Once Upon a Cow will help you identify the Cows that limit your personal

and professional success and provide a specific strategy to eliminate them. Imagine cultivating the mental attitude to transform dreams into goals and goals into action by getting rid of your own Cows, leading to the following skills:

- Eliminating the biggest enemy of success in business: mediocrity!
- Living an excuse-free life and teaching others to do the same
- How to create a high level of motivation in your organization
- How to get outstanding results in sales and customer service
- Overcoming rejection and learning from our failures

If you're seriously in business to succeed, it's well worth an afternoon of your time to read this book. And *please*… don't turn it into another COW!

Once Upon a Cow
Written by Dr. Camilo Cruz
Publisher: Brainstorm Press (2006) 169 pages
ISBN: 1-931059-97-7
Retail: $22.95