Renegade

Isn't it ironic that the very term we use to signify creative thinking is now so overused that it is just about devoid of any hint of creativity. Let's face it; "outside-of-the-box" is now an in-the-box phrase. It has been so overused it is virtually meaningless.

The same can be said for non-conformity when it is practiced with the sole objective of being different. When you are trying too hard to be unusual you lose any distinctiveness you are striving to gain. It becomes forced and pretentious and everyone sees through it.

You may want to view yourself as a renegade, as someone who burns new trails, breaks all the rules. We all have a little James Dean in us. But by striving to be alternative all the time it comes to define you, so when you act in your quirky manner, it becomes, like the "out-of-the-box" expression, commonplace and anticipated. And once it's anticipated, it isn't so outlandish anymore.

We're all for non-conformity, but not for non-conformity sake. If you are trying to do everything differently from everyone else, just so you can say you are different from everyone else, you will not only fail in to reach your goals, but you will also fail at being unique.

Your business is the same way. You need to mix it up. You have to follow proven paths to success when they serve you, and invent new paths when necessary. If you're so busy trying to stand out, you may not notice when the path to greatest success is actually also the most ordinary. Then again, nothing is as ordinary as someone who is always trying to be different.