

# Different Beats Better

Every time you see someone doing something better than you and that little fight or flight mechanism starts to light up, stop.

Don't try to be better. Be different.

Don't play the game like everyone else and hope to be the best. Change the rules. Play a different game. This shift forces creativity, self-discovery, and big breakthroughs. It channels competition into its highest use and drives specialization and the division of labor, instead of commodification, imitation, and homogenization. It turns everyone into valuable sources of inspiration, information, and collaboration, instead of threats and intimidation.

If you want to know what this looks like in business, check out the book *Play Bigger*.