



# I Moved Your Cheese: For Those Who Refuse to Live as Mice in Someone Else's Maze

By Deepak Malhotra

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## I Moved Your Cheese: For Those Who Refuse to Live as Mice in Someone Else's Maze By Deepak Malhotra

If you were a mouse trapped in a maze and someone kept moving the cheese, what would you do?

Over a decade ago the bestselling business fable *Who Moved My Cheese?* offered its answer to this question: accept that change is inevitable and beyond your control, don't waste your time wondering why things are the way they are, keep your head down and start looking for the cheese.

But success in the areas of innovation, entrepreneurship, creativity, leadership, and business growth—as well as personal growth—depends on the ability to push the boundaries, reshape the environment, and play by a different set of rules: our own. With that in mind, Harvard Business School professor Deepak Malhotra offers a radically different answer to this question.

Malhotra tells an inspiring story about three unique and adventurous mice—Max, Big, and Zed—who refuse to accept their reality as given. As we watch their lives unfold and intersect, we discover that instead of just blindly chasing after the cheese, each of us has the ability to escape the maze or even reconfigure it to our liking.

In the face of established practices, traditional ideas, scarce resources, and the powerful demands or expectations of others, we often underestimate our ability to control our own destiny and overcome the constraints we face—or think we face. *I Moved Your Cheese* reminds us that we can create the new circumstances and realities we want, but first we must discard the often deeply ingrained notion that we are nothing more than mice in someone else's maze. As Zed explains, “You see, Max, the problem is not that the mouse is in the maze, but that the maze is in the mouse.”



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#### **Review**

""Every once in a while a book comes along that makes you question the way things are. This is the book. Deepak Malhotra allows you to glimpse a world of your own making without the limits and barriers that others create. An excellent read.""

**--Stephen R. Covey, author of The 7 Habits of Highly Effective People and The Leader in Me**

""A magnificent story with a powerful message. As someone who has encouraged scores of professionals into breaking through the maze and defining their own pursuits, I find this to be a gem of a book. A must-read.""

**--Vinod Khosla, cofounder and former CEO and Chairman, Sun Microsystems, and founder, Khosla Ventures**

""Deepak Malhotra tackles our assumptions about business and life with humor, zest, and wisdom in this delightful fable. If you've ever rankled at the thought of being just another mouse in the maze, this is the book for you.""

**--Daniel H. Pink, author of Drive and A Whole New Mind**

""An excellent book with sound lessons on how to change our circumstance and create new realities in our personal and professional lives.""

**--Deepak Chopra, Adjunct Professor, Kellogg School of Management, and coauthor of War of the Worldviews**

""A book that will inspire the imagination of mice and managers. A formula for breaking out of the maze and creating new realities in life and in business.""

**--Barry Nalebuff, Milton Steinbach Professor, Yale School of Management; cofounder, Honest Tea; and coauthor of Thinking Strategically, The Art of Strategy, and Why Not?**

#### **About the Author**

Deepak Malhotra is a Professor in the Negotiations, Organizations and Markets Unit at the Harvard Business School. He teaches Negotiation in the MBA program, and in a wide variety of executive programs including the Owner/President Management Program (OPM), Changing the Game and Families in Business. Deepak has won numerous awards for his teaching, including the HBS Faculty Award by Harvard Business School's MBA Class of 2011, and the Charles M. Williams Award from the Harvard Business School. In both 2011 and 2012, the MBA students selected Deepak to give the "Best of EC Year" speech to graduating students.

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