

83 PRINCIPLES OF EXCELLENTOLOGY

1. Excellence requires hard work, persistence and discipline.
2. Excellence demands you learn how to compensate for your own weaknesses.
3. Excellence always involves others.
4. Excellence requires leadership.
5. Excellence produces distinguishable results.
6. Excellence makes a difference in the lives of others.
7. Excellence creates a positive memorable experience.
8. Excellence provides a tremendous sense of accomplishment.
9. Excellence produces a life of joy and fulfillment.
10. The essence of excellence lies in the quality of the individual's performance.
11. Excellence springs forth from serious purposeful intent.
12. Excellence requires connection to purpose by all members of the team.
13. Excellence requires vision.
14. Excellence demands the leader model the way.
15. Excellence needs a framework for planning and measurement.
16. Every problem can be traced back to an instance of ineffective communication.
17. In a culture of excellence, everything is intentional.
18. To maintain a culture of excellence, you must remove the cancer caused by negative behaviors.
19. Excellence requires a new way of thinking.
20. Excellence is demonstrated when we manage others up.
21. Excellence requires clarity of purpose.
22. Excellence requires alignment of purpose at the organization, team and individual levels.
23. Excellence becomes easier when everyone is involved.
24. Confusion precedes revelation. Don't give up! Persevere until the revelation emerges.
25. Excellence becomes possible when opportunity and preparedness meet.
26. A journey to excellence is both personal and unique. You must be willing to go with the flow.
27. Excellence requires a clear vision that inspires others.
28. Excellence breeds excellence!

29. The stronger your relationships with the members of your team, the easier it is to gain clarity on your foundational cornerstones of excellence.
30. Excellence requires that you live life in the present, always keeping the end result in mind.
31. Excellence is about progress, not perfection!
32. Excellence is not possible without a clear understanding of your guiding principles.
33. Excellence can be achieved only when leaders, at every level, model the way. Actions must match words.
34. Sustained excellence depends upon clearly defined standards of behavior consistently demonstrated by all members of the team.
35. Hypocritical leaders breed cancerous team members derailing any effort of excellence.
36. Excellence demands humility.
37. In an organization of excellence, quality really is job 1.
38. When the organization and the customer's definition of quality align, excellence is possible.
39. Every team member must understand their impact on the quality of the excellence experience.
40. Excellent service with excellent quality leads to sustained growth and success.
41. Excellent service produces guest loyalty.
42. Good enough is the enemy of service excellence.
43. Excellence requires a relationship.
44. Everybody serves somebody with something.
45. A service failure is an opportunity to create guest loyalty.
46. Excellence creates a place where people want to be.
47. Leaders must take care of the people who take care of the guests.
48. Be the kind of teammate others want to have on their team.
49. Excellence requires the full commitment of everyone on the team.
50. As the leader goes, so goes the team.
51. Excellence requires that every team member strive to become one of the team's MVP'S.
52. Excellence demands the pain and pressure of development.
53. Excellence requires an attitude of continuous improvement.
54. Excellence requires positive change.
55. Excellence requires resilience and innovation.
56. Focus on the doing, not on the getting.

57. You must become a lifelong learner.
58. To achieve excellence, find out what others want and help them get it.
59. NEVER GIVE UP!
60. The love of money is the root of all evil.
61. Excellence requires you to keep the financial perspective in proper balance.
62. Instant gratification never leads to excellence.
63. Excellence lives frugally, spends rationally, and saves fervently.
64. To experience excellence, everyone must be aligned in thought, intent and action.
65. People are much more apt to support what they help create.
66. Excellence requires a serious commitment to accountability and discipline.
67. Excellence requires clear and frequent communication.
68. Authentic encouragement is the strongest catalyst for individual excellence.
69. The principles of excellence can be universally applied to any situation or environment.
70. Excellence is all about relationships...and so is leadership.
71. Every encounter with another human being is an opportunity to learn and grow.
72. Communication determines the quality of trust.
73. Trust builds hope.
74. Hope anticipates excellence.
75. Dependability solidifies excellence.
76. Integrity accelerates excellence.
77. Humility undergirds excellence.
78. Accountability authenticates excellence.
79. Excellence requires consistency in accountability.
80. The more you encourage the good things people do, the less you have to deal with the bad.
81. Passion energizes excellence.
82. Excellence needs passion fueled by virtue and knowledge.
83. A renewed commitment to the virtuous principles of excellence would do America good.