If Not Excellence, What?
If Not Excellence Now, When?
The “19 Es” of Excellence

**Enthusiasm.** (Be an irresistible force of nature!)

**Energy.** (Be fire! Light fires!)

**Exuberance.** (Vibrate—cause earthquakes!)

**Execution.** (Do it! Now! Get it done! Barriers are baloney! Excuses are for wimps! Accountability is gospel! Adhere to the Bill Parcells doctrine: “Blame no one! Expect nothing! Do something!”)

**Empowerment.** (Respect and appreciation rule! Always ask, “What do you think?” Then listen! Then let go and liberate! Then celebrate!)

**Edginess.** (Perpetually dancing at the frontier, and a little or a lot beyond.)

**Enraged.** (Determined to challenge & change the status quo!)

**Engaged.** (Addicted to MBWA/Managing By Wandering Around. In touch. Always.)

**Electronic.** (Partners with the world 60/60/24/7 via electronic community building and entanglement of every sort. Crowdsourcing rules!)

**Encompassing.** (Relentlessly pursue diverse opinions—the more diversity the merrier! Diversity per se “works”!)

**Emotion.** (The alpha. The omega. The essence of leadership. The essence of sales. The essence of marketing. The essence. Period. Acknowledge it.)

**Empathy.** (Connect, connect, connect with others’ reality and aspirations! “Walk in the other person’s shoes”—until the soles have holes!)

**Experience.** (Life is theater! Make every activity-contact memorable! Standard: “Insanely Great”/Steve Jobs; “Radically Thrilling”/BMW.)

**Eliminate.** (Keep it simple!)

**Errorprone.** (Ready! Fire! Aim! Try a lot of stuff and make a lot of booboos and then try some more stuff and make some more booboos—all of it at the speed of light!)

**Evenhanded.** (Straight as an arrow! Fair to a fault! Honest as Abe!)

**Expectations.** (Michelangelo: “The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.” Amen!)

**Eudaimonia.** (Pursue the highest of human moral purpose—the core of Aristotle’s philosophy. Be of service. Always.)

**Excellence.** (The only standard! Never an exception! Start now! No excuses! If not Excellence, what? If not Excellence now, when?)