

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 boobos and then try some more stuff and make some more boobos—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?)