

# **THE EXCELLENCE TWENTY**

(SUCCESS LESSONS FROM *THE EXCELLENCE DIVIDEND*)

## ***SECTION ONE: EXCELLENCE***

**EXCELLENCE = THE NEXT FIVE MINUTES/EXCELLENCE IS NOT AN “ASPIRATION.”/EXCELLENCE IS THE NEXT 5-LINE EMAIL. OR NOT./EXCELLENCE IS THE NEXT 2-MINUTE CONVERSATION IN THE HALLWAY. OR NOT.**

## ***SECTION TWO: EXECUTION***

**EXECUTION: THE “ALL-IMPORTANT LAST 95%”/“EXECUTION IS STRATEGY”/“AMATEURS TALK ABOUT STRATEGY. PROFESSIONALS TALK ABOUT LOGISTICS.”**

## ***SECTION THREE: PEOPLE (REALLY) FIRST***

**E-CUBED/EXTREME EMPLOYEE ENGAGEMENT/  
PEOPLE (REALLY) FIRST: NOW MORE THAN EVER/  
“BUSINESS HAS TO GIVE PEOPLE ENRICHING, REWARDING LIVES ... OR IT’S SIMPLY NOT WORTH DOING.”/“YOU HAVE TO TREAT YOUR EMPLOYEES LIKE CUSTOMERS.”/“YOUR CUSTOMERS WILL NEVER BE ANY HAPPIER THAN YOUR EMPLOYEES.”**

**HIRING: EMPATHY/“NICE”/“GOOD PEOPLE”/NO JERKS**

**TRAINING: ENTERPRISE INVESTMENT #1/OFFENSE,  
NOT DEFENSE IN MEETING THE TECH TSUNAMI/**

**EMPLOYEE GROWTH = 1<sup>ST</sup>-ORDER MORAL RESPONSIBILITY  
1ST-LINE LEADERS: ENTERPRISE ASSET #1/NO. 1 DRIVER  
OF POSITIVE RESULTS (PRODUCTIVITY, QUALITY ...)**

**WOMEN RULE/WOMEN ARE THE MOST EFFECTIVE LEADERS/  
WOMEN BEST NEGOTIATORS-SALESPERSONS-INVESTORS**

## ***SECTION FOUR: CULTURE COMES FIRST***

**37 YEARS/6 WORDS/HARD (NUMBERS/PLANS) IS SOFT.**

**SOFT (RELATIONSHIPS, CULTURE) IS HARD.**

**“CULTURE EATS STRATEGY FOR BREAKFAST”/**

**CULTURE = CEO JOB #1 (1 HOUR, 1 DAY AT A TIME)**

## ***SECTION FIVE: VALUE-ADDED/ EXTREME HUMANIZATION***

**DESIGN I/“DESIGN SO GOOD YOU CAN LICK IT”/“THE PECULIAR GRACE OF A SHAKER CHAIR IS DUE TO THE FACT THAT IT WAS MADE BY SOMEONE CAPABLE OF BELIEVING THAT AN ANGEL MIGHT COME AND SIT ON IT.”/ “EXTREME HUMANIZATION”/DIFFERENTIATOR #1 IN THE “AGE OF AI”**

**DESIGN II: TGRs/THINGS GONE RIGHT/“SMALL” >>> “BIG”/ THE “LITTLE STUFF” PRODUCES THE FOND MEMORIES THAT SHAPE AND CEMENT LASTING PERCEPTIONS.**

**COMMERCE BANK/METRO BANK/EXCELLENCE DIVIDEND**

**EXEMPLAR #1: “COST CUTTING IS A DEATH SPIRAL.”**

**“INVEST IN YOUR PEOPLE.”/CUSTOMERS INTO “FANS”/**

**DOG BISCUIT GIVEAWAYS IN THE MILLIONS (RETAIL**

**BANKERS CUT THOUSANDS OF JOBS. COMMERCE/METRO CREATE 17,000 GOOD-LASTING JOBS.)**

## ***SECTION SIX: EIGHT LEADERSHIP TOOLS/ GUARANTEED TO WORK***

**LEADERSHIP: MBWA/MANAGING BY WANDERING AROUND/ CEO “IN 25 STORES EACH WEEK” (HAVE YOU DONE YOUR MBWA TODAY???)**

**LEADERSHIP: LISTENING EXCELLENCE = ENTERPRISE CORE VALUE #1 (AVERAGE DOCTOR INTERRUPTS PATIENT AFTER 18 SECONDS/ARE YOU AN “18-SECOND INTERRUPTER”?)**

**LEADERSHIP: SELF-MANAGEMENT/“TO DEVELOP OTHERS,  
START WITH YOURSELF”/“BEING AWARE OF YOURSELF  
AND HOW YOU AFFECT EVERYONE AROUND YOU IS  
WHAT DISTINGUISHES A SUPERIOR LEADER”**

**LEADERSHIP: RESPECT/ACKNOWLEDGEMENT =  
“MOTIVATOR” #1/“EMPLOYEES WHO DON'T FEEL  
SIGNIFICANT RARELY MAKE SIGNIFICANT  
CONTRIBUTIONS.”/FOUR MOST IMPORTANT WORDS IN AN  
ORGANIZATION: “WHAT DO YOU THINK?”**

**LEADERSHIP/14 = 14: 14 PEOPLE = 14 UNIQUE DEVELOPMENT  
STRATEGIES (NO TWO PEOPLE THE SAME)**

**LEADERSHIP: THE SPEED TRAP/NOTHING IMPORTANT  
[RELATIONSHIPS-EXCELLENCE-CULTURE] CAN BE RUSHED**

**LEADERSHIP: OUT READ ‘EM**

**LEADERSHIP: PINNACLE OF HUMAN ACHIEVEMENT/  
DEVELOPING PEOPLE BEYOND THEIR WILDEST DREAMS**

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