

52 Remarkable Ways to Inspire Excellence and Drive Results

***Commitment
to Excellence!***

Everything**Counts!**

Gary Ryan Blair

THANK YOU for your interest in Everything Counts, where our mission is to inspire, promote and celebrate excellence.

Everything Counts, is an execution strategy for inspiring excellence and driving exceptional results.

Its meaning is simple, yet powerful:

*“Everything you say; every thought you entertain;
and everything you do has a direction, which serves as an advance
or a retreat in respect to your pursuit of excellence.
Everything — regardless of size or intent — has bottom-line
consequences; therefore, everything counts.
This is the golden rule of excellence.”*

Self-knowledge grows as you subject your life to examination. Listening to your own speech, reflecting on your own thoughts, looking at your own actions—these are the processes by which you master yourself.

You shape your philosophies and yourself by observing and striving to understand the events of each moment. A focus on virtues to attain and vices to forego is crucial.

In this complimentary lesson titled, **“Commitment to Excellence”**, you will learn why excellence is a sustainable competitive weapon with significant strategic by-products.

The most important part of this lesson is what you decide to do with it, to include your actions, contributions, decisions and the results of those decisions.

To that end, and to focus your efforts on making a commitment to excellence, I challenge you to act on each idea and to apply it to every part of your life.

It gives me great personal pleasure to welcome you to **Everything Counts**, a community of people and organizations who are committed to excellence and exceptional high standards.

Everything Counts!



Gary Ryan Blair

P.S. For speaking, training or coaching services, [please visit us at Everything Counts!](http://EverythingCounts.com)



Commitment to Excellence!

A Special Report from Gary Ryan Blair

What exactly is excellence?

Well, think of it as the process of continually growing and improving yourself and your life.

Excellence includes achievement of goals that can be measured by constantly asking the question, "Is what I'm doing truly reflective of a life committed to excellence?"

Your greatest responsibility in seeking excellence is to define what this means precisely in your life, then to choose the best course of action to make it happen.

Excellence is not a relative term; it is the standard by which you must judge what you do. You will quickly discover that committing yourself to a life of excellence cannot be accomplished haphazardly.

Excellence never occurs by accident. It always comes as the result of quality thinking and purposeful execution.

To become the person you were meant to be, everything you do must be done with the single purpose of achieving excellence.

You must do it with the unshakeable belief and understanding that excellence counts. You must live and die in the spirit of quality and excellence.

The measurement of your "best" begins and ends with the marks of excellence—nothing less.

Another way to achieve excellence is to start breaking bad habits and form good ones. But how do you break a bad habit? And how do you adopt a good one?

It's easy; make a commitment to do these two things, and you'll learn to do what needs to be done. Next, maintain a focus on the new behavior and refuse to accept anything less than what you expect. That's exactly how excellence is achieved.

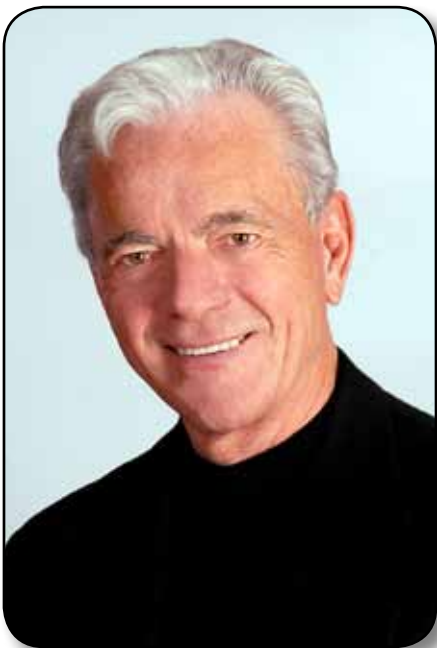
"A book becomes a 'classic' when it is the definitive reference source on a subject matter. Everything Counts is destined to become a 'classic' while serving as the guiding philosophy for anyone committed to excellence!"

Brian Tracy
Best Selling Author
How the Best Leaders Lead



"Everything Counts is a great find and must read. It superbly achieves the goal of providing a roadmap to excellence, both for individuals and organizations. But the true genius of the book is its universal relevance, as it combines a highly effective common-sense approach with frank guidance to enhance results in all areas of life."

Bill Bartmann
Billionaire Business Coach



Some people perpetually create their own dissatisfaction by consistently slipping into mediocrity. This can easily be fixed, too, right now by simply deciding to quit doing less than excellent work. What a profound idea!

Mediocrity is a choice; it's not always made consciously, but it is still a choice.

You commit career malpractice every time you do things in a mediocre manner; every time you show up late; every time you are unprepared.

There is no inherent value in mediocrity, so there is no reason for people to stop and pay attention to you or your work. Choose never to compromise your talent, quality, and high standards, and you will never choose mediocrity.

Being world-class has nothing to do with size, education, or bloodline; it has everything to do with decision, commitment, action, and persistence.

Excellence is a destination for anyone who appreciates, respects, and demonstrates hard work and good judgment. But excellence is not something that you attain, then put in a trophy case.

It is a habit—a momentary happening—a crossroad where the body, mind, and spirit all work together. Athletes call it being in “the zone” when their athletic prowess, experience, and talent peak. Everyone has this potential to achieve excellence.

Excellence requires that a price be paid; whatever you are willing to pay in sweat to find it and keep it in good working order. Those who have legitimately reached the summit of their careers, relationships, gamesmanship, have worked harder and longer; studied and planned more assiduously; practiced more self-denial; and overcome more difficulties than those who have not risen as far.

You can become excellent in a second—beginning right now. Start by visualizing yourself as the best teacher, artist, manager, coach, or parent that you aspire to become—and start acting the part.

Put yourself in the best possible position to succeed, and then perform your script exactly as it plays out in your mind. It takes less than a second to raise your standards higher than they are right now.

"Two words, one powerful philosophy. Everything Counts is a must read if there ever was one."

Ivan R. Misner PhD
Founder and Chairman
BNI (Business Network
International)



You must merely decide to deliver world-class quality, but it takes a lifetime of passionate pursuit to maintain it, whether you are the concierge at a hotel, the manager of a small department, or the CEO of an international firm.

One of the wonderful things about excellence is that when it is on, you'll know it because you'll enjoy the experience through all five senses:

1. **Look:** Impeccable grooming, solid posture, and complete preparation for a business meeting display the look of excellence.
2. **Feel:** An inviting smile, the fine leather of a new car, and the smooth texture of fabric demonstrate the feel of excellence and quality.
3. **Sound:** A rich singing voice, an expansive vocabulary, and the friendliness of a wake up call are examples of excellence in communication.
4. **Taste:** The design of a home, the font of a letter, and the sweetness of a chef's dessert all celebrate excellence in taste.
5. **Smell:** The aroma of fresh flowers, the bouquet of a perfume, and the scent from freshly baked cookies help us to experience the smell of excellence.

Excellence wastes little time in making its presence felt. It represents an example of truly great thinking. We should all appreciate the merits of rich thoughts, high personal standards, and a commitment to squeeze every ounce of one's potential.

Excellence begins as a decision—one where you look at your life, business, and relationships and ask:

What do I see that needs improvement?

What do I wish I didn't see?

What would I ideally like to see?

What do I hear other people say about me?

What do I see that rubs me the wrong way about others?

The answer to these questions, along with others like them, will provide the points of improvement you seek.

"Everyone once in a while a book comes along that delivers a transformational message appropriate for the Boardroom, Classroom, Locker Room and Living Room. Everything Counts is that kind of book. It is a treasure that can and should be enjoyed by all."

**Andy Andrews,
New York Times Best-Selling
Author of The Traveler's Gift**



Implementing and sustaining a drive toward excellence will put you in the best position relative to others for opportunity. It will also help you build support because you demonstrate real accountability, genuine results, and superior performance.

Excellence is a guilty pleasure, as it creates confidence and enhances peace of mind. It functions as an insurance policy against mediocrity and an assurance of continuous growth.

A genuine commitment to excellence allows you to bump yourself up from coach to first class anytime you wish.

We all have a range of career choices and opportunities, but we expand this range and quality of our choices when we practice excellence.

Adversely, we blackball ourselves from future opportunities when we do mediocre work. Therefore, attempt to make every opportunity one of importance, because every opportunity counts.

What is considered excellent today will become the minimum cost of admission tomorrow. You're only as good as your last performance. The bar is constantly being raised. If you don't produce excellent results consistently, someone else will.

There is no grace period for mediocrity, and you must have a zero tolerance policy for it. People expect the best. If they can't get it from you, they'll find it elsewhere.

Most people are not hard acts to follow, and that's exactly why a commitment to excellence is the ultimate competitive advantage.

Excellence is achieved via qualitative, not quantitative, shifts in developing skills. Being part of a qualitatively different world or environment, where excellence is expected and practiced is a key to achieving excellence.

Never relax the rules of excellence. When you compromise quality, you suffer physical and emotional detachment from your goals. Have the belief that the efficiencies of your business and life are infinite, that everything can be improved upon, that every project can be completed in an excellent fashion.

Gary Ryan Blair

Gary Ryan Blair is a visionary and gifted conceptual thinker. As one of the top strategic thinkers in the world he is dedicated to helping his clients win by creating focused, goal-directed lives.

His library of world-class books, tapes, and programs are enjoyed by more than 80,000 companies and over 4 million people worldwide. In fact more than 60% of the Fortune 500 use material from The GoalsGuy to intensify focus, improve performance, and maintain a competitive edge.

For Workshops and Retreats:
Info@EverythingCounts.com
 or 877.462.5748

How We Can Help

For over 15 years, we've been helping firms like IBM, Apple Computer, Disney, Starbucks, American Express, Monster.com, NASA, and others, intensify focus, improve performance, and maintain a competitive edge.

Since the day we first opened the door, our mission has been to inspire, promote, and celebrate excellence. Our motto says it all; our goal is simply to help you achieve yours. To that end, our assistance includes:

- **Coaching**, one-on-one, and small group coaching initiatives designed to increase your sense of direction, performance, and profits.
- **Training Programs**, high-impact training programs designed to enhance productivity and performance.
- **Keynotes and Retreats**, customized presentations that energize, motivate, and inspire peak performance.
- **The 100 Day Challenge**, an explosion of focused, goal directed activity where you compete at an insanely high level in order to achieve a number of challenging goals within 100 days.
- **Books and Self-Study Resources**, a library of powerful handbooks, DVD's and self-paced materials that educate and inspire.
- **Licensing Opportunities**, a turn key cash cow allowing you to customize, promote and profit from our programs and trademarks.

The GoalsGuy handbooks, training programs and coaching services offer you an energizing, effective way to transform your business and your life.

The experience of more than four million people worldwide has proven that what you learn in our programs really can change your life.

If success is your destination, than let me and my team guide your journey.

Everything Counts!

Gary Ryan Blair

Contact us at:
Info@EverythingCounts.com | 877.462.5748 | EverythingCounts.com