



THE EXCELLENCE BOOK: 104 Principles for Living and Working

By Motivational Speaker Dana LaMon

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At a time when the average person seeks to be like the average person and good enough is good enough for most people, Dana LaMon, World Champion speaker, motivator, and author, has written about excellence.

THE EXCELLENCE BOOK was published in 2000. Dana LaMon and ImageWorth now offer it as a simple read for an overview of excellence and a quick reference for encouragement when one seems to get bogged down in mediocrity. The principles are thought-provoking, building on this simple concept: *To excel is to do better today than you did yesterday.* This paperback book measures 4 inches by 6 inches and contains 112 pages. Browse through the book to see:

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Introduction

May 20, 2000

Dear Reader,

I am stuck on excellence. I got stuck as I contemplated my life, my job, and my career and considered what my focus should be in the new millennium. Repeatedly the word excellence flashed in my head.

On the first day of the year 2000 I wrote several principles of excellence. The next day I wrote more. I did not know where the writing would lead until I began sharing the principles with friends and clients, and they asked for copies of them.

I present here 104 principles of excellence. They are not just principles for working but also for living. Why 104? Well, that's where I got stuck.

Dana LaMon

Lancaster, CA

Principle# 12

*Excellence is not elusive;
it is just misunderstood*

Think of excellence as a process instead of a destination. Look at it as a commitment that you make instead of a target that you hit. As a process or commitment, excellence will not elude you. It is immediately available and attainable.

Principle# 19

*Greatness is your being;
excellence is your doing.*

You were born in greatness. You are a great being. Advancing, improving, and performing your best, which are the functions of excellence, are the things you do to manifest the greatness of your being.

Principle# 24

*You cannot love yourself and
be satisfied with less than your best.*

A commitment to excel is a promise you make to yourself. The person for whom you work is just a third-party beneficiary. You harm yourself when you break the commitment and put out mediocre work.

Principle# 43

*Team excellence requires a what's-in-it-for-us
rather than a what's-in-it-for-me
way of thinking.*

For a group to do its best, each member must have the assurance that he will be supported and not undermined by his fellow team members. If one person takes the for-me approach, all will have to do the same for self-preservation.

Principle# 73

*The rat race is not run on a track
of excellence but in a maze of mediocrity.*

If you feel as though you are in a rat race, you are probably competing for things that do not matter. Excellence is a track on which you can run and you do not have to compete. You set the pace.

Principle# 90

Quality can be controlled and time can be managed, but people must be loved.

Management and control does not cultivate or promote excellence. To promote the spirit that sparks excellence, you must touch the soul of an individual, and the soul is touched only by love.