

# INTRODUCTION

## MODULE 22

### The Pursuit of Personal Excellence

Thousands of the most successful men and women in every field have been studied exhaustively over the years. They have been interviewed at great length, as have their colleagues, teachers, friends and family members. In every case, researchers have been looking for the reasons why some people accomplish so much more than others, given the same opportunities, abilities, education and talents.

The average person uses less than 10% of his or her potential. Men and women who accomplish extraordinary things are not necessarily extraordinary people. They are simply people who have learned how to get far, far more out of themselves in achieving their goals and enjoying their lives.

Sometimes, one idea is all you need to change the direction of your life. In this program, you will learn some of the key thinking tools and strategies practiced by the happiest and most successful people in every area of life. By practicing some of these ideas, you can dramatically improve the quality and quantity of what you do and accomplish.

“Develop the  
winning edge;  
small differences  
in your performance  
can lead to large  
differences in  
your results.”

# ACTION COMMITMENT

“Dedicate yourself to continuous personal improvement — you are your most precious resource.”

1. The Winning Edge Theory of success;
2. Identifying the critical success factors of your job;
3. Deciding exactly what you want;
4. Accepting 100% responsibility for your life;
5. Committing to excellence;
6. Developing courage and self-confidence;
7. Being impeccably honest with yourself and others;
8. Getting around the right people;
9. Learning to speak on your feet;
10. Dressing for success;
11. Dedicating yourself to continuous personal development;
12. Committing yourself to hard, hard work;
13. Developing a bias for action;
14. Persisting until you succeed.