

## "Think Zink" May Newsletter

### Discovering Excellence (Perfectionism ISN'T Excellence)

May 2008

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Five Critical Components

Dear Sarah:

What's "good enough"?

I can't make up the stories I share in my trainings. One that sticks out in my mind is the story of a business that was in an uproar because a project wasn't done correctly. It came up in the course of our time together, so I chose to use it as an example in the training. People were angry, confused, upset, and disheartened because of this error. What was the error? The project was printed on Ecu-colored paper rather than Ivory-colored paper!

Too many times, we lose sight of what excellence is - and that's about results. It's about focusing on the effect of your work, and the impact that what you do has on your target market - whether your target is parents, employees, customers, shareholders, or donors.

This month's newsletter gives you hints, tips



In my travels, I'm constantly amazed at the number of people who confuse perfectionism with excellence. In this newsletter, I hope to help you see the differences.

The most important thing to remember that personal excellence is all about YOU - not the project, not the customer, not your employees, and not your co-workers. It's about doing the right thing in the right way for the right reason.

This newsletter is full of hints, tips and tactics to help you understand the difference between excellence and perfectionism, how to discover excellence, and how to inspire excellence in others.

[Five Reasons Sarah's Clients Train With Her](#)

and tactics to make a strategic plan that you can put into place immediately, and see results soon after.

If you have any ideas for future newsletter topics, [contact me](#) and let me know.

Writing a newsletter and need some "snippets" of information? You are welcome to quote anything in this e-zine, provided you give me credit.

Warm Regards,



Sarah Zink

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## Five of Ten Critical Components of Excellence vs. Perfectionism

**"All or Nothing" thinking** - Perfectionists and Excellent People alike tend to set high goals and work hard toward them. However, an Excellent Person can be satisfied with doing a great job, even if their very high goals aren't completely met. Perfectionists will accept nothing less than, well, perfection. 'Almost perfect' is seen as a failure.

**"Push" vs. "Pull"** - Excellent People tend to be "pulled" toward their goals by a desire to achieve them, and are happy with any steps made in the right direction. Their drive is that of doing the right thing. Perfectionists, on the other hand, are "pushed" toward their goals by a fear of not reaching them, or fear of what others will think.

**Unrealistic Standards** - Unfortunately, a perfectionist's goals are often not even reasonable. While Excellent People set their goals high, they know that they are achievable. Perfectionists often set their initial goals out of reach. Because of this, Excellent People tend to be not only happier, but more successful than perfectionists in the pursuit of their goals.

**Focus on Results** - Excellent People can enjoy the process of chasing a goal as much or more than the actual reaching of the goal itself. Conversely, perfectionists see the goal and nothing else. They're so concerned about meeting the goal and avoiding the dreaded failure that they can't enjoy the process of growing and striving.

**Fear of Failure** - Perfectionists are also much more afraid to fail than are Excellent People. Because they place so much stock in results and become so disappointed by anything less than perfection, failure becomes a very scary prospect. And, since anything less than perfection is seen as 'failure', this can lead to...

If you'd like to receive the rest of this FREE discussion of "Discovering Excellence" - contact Sarah at [szink@SarahZink.com](mailto:szink@SarahZink.com)

## Announcing Sarah's First Book!

**"Not Everyone with a Checkbook is Your Customer"** is a small-business guide to target marketing. This book is where I help small business owners, franchise operators and sales professionals have the tools and information they need to "hit the bulls-eye" with their marketing efforts.

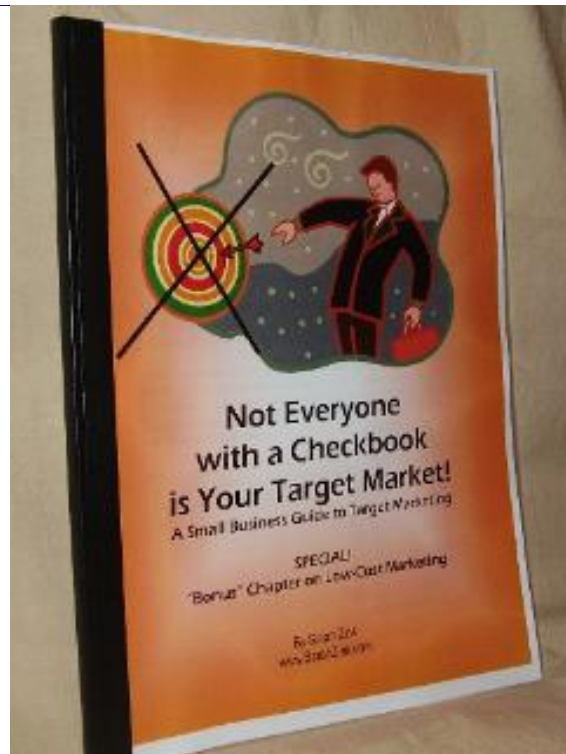
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