

"Think Zink" September Newsletter

Discovering Excellence

September 2007

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Defining Excellence

3 Defining Standards

Are You Asking the Right Question?

Know Your Stuff

Stop Reading Name Tags!

Dear Sarah:

Do the Right Thing Right.

It's not complicated, nor is it meant to be. Do you wake up in the morning with a burning desire to be second best? I doubt it. But it's easy to get lost in the forest of minutia that is often confused for excellence.

Excellence is what will make you stand out from your competitors. Excellence is what will have people looking to you for leadership. Excellence is what will get you through difficult times.

In this day and age of doing "just enough to get by", excellence is something that seems to be reserved for "special projects." I invite you to re-discover excellence as a way of doing business.

By excellence, I don't mean perfectionism. The two are often erroneously interchanged. When I say excellence, I mean "doing the right thing right."

Consider for a moment how often we do the right thing, but for the wrong reason (think: "spite" or "showing off"). What happens when you do the right thing wrong? (think: well-intentioned, but not thought-out, mistake).

Through this newsletter, I want you to explore the idea of Excellence as "doing the right thing right."

Three Defining Standards of Excellence

1. **Excellence is all about YOU.** It's inward-focused, rather than outward focused. When you weed through the internal "junk" and quit doing things because of perceived expectations and start doing things because you personally value excellence, you will find that you're more concerned about outcomes and less concerned about what I will call "minutia" (more about that below).
2. **Excellence is NOT perfectionism.** Excellence is

I'm all about being productive, profitable and powerful, and I would be remiss if I didn't point out that excellence is more than just a good attitude, because a good attitude doesn't replace good work, it supports it.

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 credit to Sarah Zink Business Training.

Warm Regards,



Sarah Zink
Sarah Zink Business Training

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concerned about what's ON the paper, rather than what is the color of the paper.

3. **Excellence never loses sight of relationships.** Behind every name tag, there is a person. Behind every report, every cash register, every business card, there is a human being.

[Sarah Zink Signature Training](#)

Excellent People Ask The Right Questions

One of the best books I ever read was called "[QBO - The Question Behind the Question](#)". It was one of the most powerful books I've read in a long time.

In the book, the author points out that we are asking the "blaming" questions, instead of the "solving" questions.

Think about this: instead of asking "Why do we have to do this?", ask "How can I help make this process run more smoothly?" Instead of asking "When is somebody going to train me?", ask "What can I do to develop myself?"

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Excellent People Admit When They're Wrong

It's a powerful place to be when you can admit you don't know something or that you are wrong.

How many times have you listened when someone was pointing fingers and slinging mud to blame everyone else for why they didn't deliver?

Excellent people don't believe in blaming; they believe in solving the problem.

[Think Zink Radio](#)

Excellent People Remember the Little Habits Mom Taught Us

Need a Speaker for Your Next Event?

Do you want someone who's "been through the fire" to come and speak at your next luncheon or meeting? Are you looking for a powerful keynote speaker for your next event?

Some of Sarah's keynote topics are:

- Fearless Living
- Empowering Your "IT"
- Women and Power
- Who's in Charge of Your Destiny?
- The Myth of Motivation
- Do You Want To Win or Not?

Contact Glennie Coffman, Business Development, at glennie@SarahZink.com to check availability.

Excellent People Know the difference between Perfectionism and Excellence

Don't think for a minute that when you claim to be a perfectionist, people are thinking you care about excellence.

Perfectionism is concerned with style, not substance. People who care more about what font you're using rather than what you're saying are hiding under a mask of

When was the last time you said "Please" when you were asking your co-workers or employees for something? Can you remember when you said "Thank You" to a co-worker or employee when they did something (even if it was in their job description)?

Are you looking people in the eye when you talk to them, or are you typing on your computer or working on paperwork?

When was the last time you thanked a faithful employee for their hard work and dedication?

Think back and identify when you did something nice for your co-workers or employees for no reason.

A perfect example is: are you treating your employees differently than you treat your customers? Are you kidding? Your employees are your first customer, and how you treat them trickles down to your customers. Excellence demands that you never lose sight of relationships.

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pretending to be excellent.

To discover if you care about excellence, ask yourself WHY you are doing something. If you're having an open house, and you're more concerned with the posters on the wall hanging straight rather than the interaction between the teachers and parents, you're off track.

Focus on doing the right thing right, and you'll find yourself headed in the right direction.