

# THE TAO OF EXCELLENCE

Excellence is never an accident. It is achieved in an organization or institution only as a result of an unrelenting and vigorous insistence on the highest standards of performance. It requires an unswerving expectancy of quality from the staff and managers.

Excellence is contagious. It infects and affects everyone in the organization. It charts the direction of program. It establishes the criteria for planning. It provides zest and vitality to the organization. Once achieved, excellence has a talent for permeating every aspect of the life of the organization.

Excellence demands commitment and a tenacious dedication from the leadership of the organization. Once it is accepted and expected, it must be nourished and continually reviewed and renewed. It is a never-ending process of learning and growing. It requires a spirit of motivation and boundless energy. It is always the result of a creatively conceived and precisely planned effort.

Excellence inspires: it electrifies. It potentializes every phase of the organization's life. It unleashes an impact which influences every program, every activity, every committee, every staff person. To instill it in an organization is difficult: to sustain it, even more so. It demands adaptability, imagination and vigor. But most of all, it requires from the leadership a constant state of self-discovery and discipline.

Excellence is an organization's life-line. It is the most compelling answer to apathy and inertia. It energizes a stimulating and pulsating force. Once it becomes the expected standard of performance, it develops a fiercely driving and motivating philosophy of operation. Excellence is a state of mind put into action. It is a road-map to success. When a climate of excellence exists, all things - staff work, leadership, finances, program - come easier.

Excellence in an organization is important . . . because it is everything.