CLASSIC | COMMITMENT | WISDOM

Autograph your career and your life with excellence

Excellence is not something that you can just turn on and off whenever you feel you need it. It is a habit rooted in your attitude about your life and career.

by **Denis Waitley**

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In 1644, a child was born. He lived to be 93 at a time in history when the average life span was but 35 to 40. He taught himself his trade and began his career. He often worked alone with primitive tools, but his focus every day was to put the best he had into his work.

The man made violins. He labored over each and every process and step to ensure that he had "autographed" them with excellence and the best that was in him. He created his own personal standard of excellence for his craft, and he actually signed his name on each instrument that passed the test.

Today, some three hundred years later, the name of this craftsman who was committed to excellence is the benchmark for the best in musical instruments. His name? Antonio Stradivari! His Stradivarius violins sell for hundreds of thousands of dollars because they are the best.

When Stradivari labored, he did not know of the legacy he was creating. He was doing his best, day in and day out, to reach his standard of excellence. He didn't spend the extra time and care to get the accolades of upper management or to be the top producer in the company. He did it because excellence was part of his focus, mission, and obsession.

It is easy to do world-class work when a boss is looking or a supervisor is around. But the test is in what you do when no one is looking.

High achievers have developed the ability to stay focused when no one else is around.

Does your quality or performance fluctuate based on who is in the office or which customer you are serving? Excellence is not something that you can just turn on and off whenever you feel you need it. It is a habit rooted in your attitude about your life and career.

Are you just going through the motions day to day, or are you creating a masterpiece? Autographs are valuable because they are rare and are tied to excellent performance. In today's world, superior effort and service are becoming endangered species. Is the autograph you place on your work and service each day a Stradivarius or a Michael Jordan? Or is it unknown, with little value? Autograph your career and your life with excellence.

Having a firm commitment to excellence, like Stradivari, has an amazing effect on your achievement motivation. When people who are simply going through the motions or who are just working for a paycheck hit a challenge or obstacle, they often run to their boss and get him or her to do it, or they procrastinate by getting a cup of coffee or shuffling the papers on their desk. On the other hand, when individuals who are committed to excellence hit a similar challenge, they immediately bounce back with energy, and they are actually exhilarated by the chance to stretch themselves to overcome the problem.

A commitment to excellence will create focus, and focus will assist you in maintaining your positive motivation and in creating a balanced life.

So, start today and autograph your work with excellence!

Denis Waitley is one of America's most respected and beloved authors, keynote lecturers and productivity consultants on high performance human achievement. He has inspired, informed, challenged and entertained audiences for over 25 years from the boardrooms of multi-national corporations to the control rooms of NASA's space program. Denis has been voted business speaker of the year by the Sales and Marketing Executives' Association and by Toastmasters' International and inducted into the International Speakers' Hall of Fame.

With over 10 million audio programs sold in 14 languages, Denis Waitley's CD album, *The Psychology of Winning*, is still the all-time best selling program on self-mastery. To order this Best-Seller or his newest release, *The Platinum Collection* and to subscribe to the free Denis Waitley Weekly E-zine visit his website here: DenisWaitley.com