

# MAKE QUALITY PERSONAL

*Demonstrate a passion for excellence and take pride in the quality of everything you touch and everything you do. Have a healthy disdain for mediocrity. Good is not good enough. Always ask yourself, "Is this my best work? Can I make it better?"*

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What a great question! To give oneself and an honest assessment with "is this my best work? Can I make it better?"

Those who have ever edited my correspondence and presentations know that my problem with this fundamental is the answer is ALWAYS.....YES, I CAN MAKE IT BETTER!

I am one of the few Lion Street owners who has presented at every single Indaba since the organization was started 7 years ago. They always ask for my PPT presentations 30 days in advance. The first year they sent me emails every day for two weeks asking for them; it was like a count down. I kept reassuring them that I would be ready and that I am still "working on it."

They were freaking out when I didn't send it a week before. Again, I told them not to worry. I had the presentation, but in my mind the PPTs are NEVER done. I am always working and changing them. When I got to Dallas and went to the cocktail party the night before, I was immediately accosted by the event coordinator and two others who were all interrogating me about my presentation! "It's almost ready." I told everyone, "stop worrying" I said when I saw the panic on their faces. Of course, they were just doing their jobs and never had seen me present before so they were "concerned."

After a cocktail and dinner, I went back to my room to see how my PPT looked. I decided to completely change the presentation. After seeing the crowd at the reception, I felt my direction was not focused enough on the psychology of the development officers of charities. At about midnight, David Letterman was on and that's where I got the idea of the "Top 10 reasons why Development Officers don't trust insurance agents." At 1:30am I finished the new presentation. At 8am I handed my key drive to the AV technician and at 8:30am I was on stage. I am happy to report, it was a hit and many say it was my "best ever." Seven years later people still ask me about my Top 10 list. Although I don't recommend this last-minute approach due to the stress it puts on all involved, I am driven to "make it better" and then make it better again. This is the way I have always looked at most things, can I make it better and how?

