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*That helps CEO's and Leaders learn to see all of their universe*



## Good Enough Is Not Good Enough Today

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# Good Enough Is Not Good Enough Today

*Written by H.K. Dugdale and  
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Whatever your work happens to be, you can put it down as a fact that: *your own progress and that of the company you work for are as tightly bound together as the links of the strongest chain.* Each is dependent upon the other for success.

Your company will continue to progress only as long as it continues to provide a better product and / or better service to more and more satisfied customers.

You, and your fellow workers, will continue to progress only as long as you put more and more intelligent thought, effort, interest and enthusiasm into the everyday operation of your job.

## ***Why?***

Because that is the only way that the company can provide the “better product and better service” that are necessary to the company’s success and your success.

This is easy to understand when we realize that every business is simply a group of *people* – men and women – working together for the purpose of providing goods, or services, or both to another group of people – *customers* – at a profit to the owners of the business which benefits customers and employees alike.

The chief reason why all companies in the same business do not show the same rate of progress is usually because all of the people working in those companies do not put the same degree of thought, effort, interest and enthusiasm into the everyday operation of their jobs.

The head of one successful company said *“our problem is not raising more capital, but raising the sights of those workers who can’t see beyond their weekly paycheck.”* He might have added “and that goes for everyone.”

Unfortunately, the attitude of so many people toward their work is *“I guess that’s good enough”*. They fail to realize that today “good enough” is not enough. Only our best will pass the test in today’s highly competitive economy.

Doesn’t it stand to reason that the people who do get ahead, and the companies that get ahead, are those who strive for excellence? Those who are continually trying to:

- **DO** a better job
- **MAKE** a better product
- **RENDER** better service
- **IMPROVE** their working relationships
- **ATTRACT** more customers
- **RETAIN** existing customers
- **INCREASE** the quality and value of their product in every possible way

The word “quality” is a mighty important one to remember. In your company, or any company, quality is everybody’s responsibility.

This is why the individual who fails to rise to the challenge of excellence either in what he/she does (workmanship) or in what he/she is (character), has no right to expect more benefits, more pay or more consideration from his employer.

Look around you. Dig back into history. You will find that the people who get ahead are the people who get genuine satisfaction out of striving continually to do a better job today than they did yesterday. They know that we make our own tomorrows by the things we do today. They have learned that the difference between success and failure is the difference between doing our best and doing just enough to get by.

Abraham Lincoln had the right idea. When only a young man, he said *“Every day I will just do the best I can and someday my chance will come”*. *Just suppose that every person in the country felt that way about work and life!*



## How Do Successful People Get That Way?

### **They have plenty of drive**

People who go places usually have tireless energy and drive.

### **They accept responsibility cheerfully**

Smart people not only welcome responsibility, but seek it out to prove their value.

### **They know that success is never an accident**

It is not a matter of luck – but of doing those things which experience teaches are most likely to lead to success.

### **They know that the customer is their real boss**

Customers are the lifeblood of a business and its most valuable asset. Without them there would be no business and no jobs.

### **They look – listen – learn**

To understand what goes on around us we must keep our eyes, ears and minds open. There is a difference between seeing and observing; hearing and understanding

### **They find out if they're not sure**

It is always better to make sure than to make a mistake. If you don't know – find out!

### **They set an example to others**

In striving to do a better job yourself, see that you inspire and encourage those around you to follow your example. You are all members of the same team.

### **They know that the next field only looks greener**

The place to succeed is where you are not in some other job or company.

### **They welcome new ideas**

New ideas are the seeds of progress. Welcome new ideas, give them consideration, and never be afraid of change.

### **They profit from their mistakes**

No one ever mastered any undertaking without making mistakes along the way.

### **They never forget that “*Good Enough*” is “*Not Enough Today*”.**

They know that only the **BEST** will pass the test