

EVERYTHING COUNTS

52 Remarkable Ways to Inspire Excellence and Drive Results

GARY BLAIR

GARY BLAIR is president of his own training organization, TheGoalsGuy. He has more than twenty years experience consulting with companies such as IBM, NASA, General Electric, Subway, Federal Express, Disney and others. He is a graduate of Syracuse University. Mr. Blair is an accomplished keynote speaker and facilitator. His work has been featured in the *New York Times*, *The Wall Street Journal*, *USA Today* and many other publications where he has been described as “one of the world’s most influential thinkers on excellence and productivity”.

The Web site for this book is at www.EverythingCounts.com.

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MAIN IDEA

Everything you do, say or think has flow-on consequences. It either advances you in the direction of your dreams or makes you retreat a little. Therefore, you can and should sweat the small stuff because in the final analysis, everything counts. This is what can be termed "The Golden Rule of Excellence".



Professional Strategies Pages 2 - 4

1. **Every detail counts** – the magic of any exceptional performance is always found in the smallest details
2. **Commitment counts** – because it strengthens your credibility and your reputation
3. **Leadership counts** – since all great leaders have unimpeachable ethics and behaviors
4. **Focus counts** – because without focus, all you will do is spin your wheels without heading anywhere
5. **Consistency counts** – an absence of contradictions is a hallmark of success
6. **Boldness counts** – by challenging the status quo, you bring clarity and vitality to your goals
7. **Quality always counts** – it is the hallmark of greatness and the ultimate competitive weapon
8. **Planning counts** – you significantly increase your likelihood of success when you plan ahead
9. **Vision counts** – an engaging and compelling vision will stretch your expectations & performance alike
10. **Teamwork counts** – it is more important than strategy, finance and technology combined
11. **Ethics count** – you need a code of ethics so every decision is based on common shared standards
12. **Goal setting counts** – because goals keep you focused, on time and compromise free
13. **Innovation counts** – you have to keep on doing new and better things all the time to prosper
14. **Rewards and recognition count** – they continue to inspire long after the accolades have faded away
15. **Every customer counts** – the more value you create for customers, the more your business is worth
16. **Energy management counts** – you have to learn how to spend and renew energy systematically
17. **Speed counts** – it is an indispensable and key ingredient of competitiveness and credibility
18. **Lifelong learning counts** – as the basis of lasting competitive advantage is always to keep learning
19. **Networking counts** – linking with those who can accelerate and enhance your effectiveness

Personal Strategies Pages 4 - 6

20. **Character counts** – the core principles which give your life direction, meaning and depth
21. **Common sense counts** – staying on the right side of the clear line between right and wrong
22. **Excellence counts** – the process of continually growing and improving yourself and your career
23. **Every choice counts** – you either move towards or away from your goals
24. **Passion counts** – because great works are accomplished by those who are passionate
25. **Perseverance counts** – it reflects the depth of your commitment and allows you to hurdle adversity
26. **Courage counts** – both physical courage and moral courage are universally admired virtues
27. **Patience counts** – it keeps us going when the going gets hard
28. **Humility counts** – you have to know when to take the lead and when it's better to follow
29. **Self discipline counts** – it allows you the confidence to be the best you can be
30. **Etiquette counts** – you need a code of behavior as a foundation for a successful life and career
31. **Optimism counts** – you create ideal conditions for success by focusing on the possibilities
32. **Health counts** – you have to invest in optimal health in order to lead a vital, active and dynamic life
33. **Gratitude counts** – it heightens your awareness of the world and expands your quality interactions
34. **Reputation counts** – it's an intangible asset which is far more valuable than money
35. **Personal development counts** – everyone enjoys dealing with an up-and-comer who's going places
36. **Sustainability counts** – acting in a way which will not compromise the realities of future generations
37. **Your legacy counts** – so live your life and build your career with class, dignity and style
38. **Loyalty counts** – you have to honor your commitments come rain, hail or shine

Universal Concepts Pages 7 - 8

39. **Truth counts** – stick with the facts and leave delusions to others
40. **Joy counts** – choose to carry on full speed ahead regardless of your immediate problems
41. **Simplicity counts** – focus on removing complexity from everything you do so you get back to basics
42. **Inconvenience counts** – growth, excellence and success always involve doing inconvenient things
43. **Diversity counts** – always be willing to try different approaches and perspectives
44. **Failure counts** – you'll always learn far more from your failures than you ever will from your victories
45. **Sportsmanship counts** – it's the ideal opportunity to develop life skills and build character
46. **Resiliency counts** – you have to learn how to bounce back from setbacks and adversities
47. **Fundamentals count** – success is never mysterious, it's always the result of applying fundamentals
48. **Every dollar counts** – money is a reward for the service you render and the value you offer
49. **Every vote counts** – make certain you always exercise your hard-won democratic rights
50. **Contribution counts** – focus on what you can contribute and success will naturally happen
51. **History counts** – extend your vision and broaden your perspective by understanding history
52. **Peace counts** – because it is the most universal and sought after human ideal and objective

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