



COLORADO ASSOCIATION OF CEMETERIES

# THE COLORADO CEMETERIAN

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## WHY EXCELLENCE IS NOT AN ACT

*"We are what we repeatedly do. Excellence then, is not an act, but a habit." – Aristotle*

### FIVE HABITS OF EXCELLENCE

**CHARACTER FIRST** – Excellence speaks to being superior and adhering to higher standards. The starting place for being excellent begins with a person who commits to doing things the way they should be done. A person displays their character by making the right moral and ethical decision.

**TAKING OWNERSHIP** – Excellence requires that a person have a sense of ownership. To achieve excellence people in the organization must “own” problems and see that they are resolved. They “own” the responsibilities and accountability of doing what needs to be done and the way it needs to be done, every time.

**BEING FAMILY FOCUSED** – Excellence necessitates that we always keep our focus on the families we are privileged to serve. We must not only address any question or concern they may have, but we must also try and anticipate what they may need.

**MAKING A PERSONAL COMMITMENT** – Excellence is not something that happens on its own. It requires a personal commitment. For a company to be committed to excellence is only possible when the people of the organization make a personal commitment to achieving excellence.

**CONTINUOUS IMPROVEMENT** – Achieving excellence is one thing, yet maintaining it is another. Only by making a commitment to continuous improvement will you be able to maintain the excellence you achieve. Success in any business today requires a relentless attitude for achieving excellence. The marketplace demands it and the people who trust us deserve it. Therefore, we can never allow “good” to be “good enough.”

*When people in the organization make a personal commitment to making excellence a habit, then and only then, does excellence become a reality.*

– Gary O’Sullivan, CCFE



*Pillars of leadership.*

EXCELLENCE is not an act, it’s a habit. As Aristotle has reminded us, we (and our businesses) are a result of what we repeatedly do. An act is a one-time thing, excellence is an all-the-time thing, a habit of doing things the way they should be done.

To achieve excellence requires every staff member doing his and her best – not just sometimes and not just when they feel like it. Excellence requires everyone doing their best in every situation, every time.

Once the commitment has been made, then starts the never ending process of discovering and developing the habits that are required to achieve excellence. Excellence is achieved by doing things well and doing them repeatedly. Therefore, it is important to remember that to achieve excellence you must form the habit of doing the things excellence requires.

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