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What Best Ever Is Not…and What It Is

1	It's not about being positive…	but about working to create positive outcomes.
2	It's not a single or exclusive event…	it's a way of being, of living and leading in every interaction.
3	It's not a strategy of hope or chance, or a dogma imposed on others…	it's intentional, a command of the fundamentals (those things that are under our control) for the purpose of delivering best possible outcomes. It is a personal call to make the greater choice.
4	It's not doing something better than we've ever done before…	it's about delivering the best you ever could under the circumstances.
5	It's not an objective…	it's an approach that determines how effectively and quickly you reach your objectives.
6	It is not about constant peak performance…..	it's about achieving fulfillment more often.
7	It's not for people who want the easy way out…	it's for the courageous who want to create an easier way – and a brilliant life they can be proud of.
8	It's not a mechanism to judge others or to compare…	but a call to be the best expression of ourselves – our wisdom, values, and beliefs – in any moment. It's about a person or team being *their* best.
9	It's not a stick to use to threaten or insult people…	but a means to create the environment where others can experience their potential.
10	It's not a measurement…	but a target, a standard for how we function *now.*
11	It's not about working harder or longer…	it's about being more productive and ensuring meaning exists in our efforts.

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12	It's not a platform to deliver excuses…	it's a foundation builder for greater performance by building and developing people and partnerships.
13	It's not about maintaining the status quo...	ii's an inspired approach to continuous people improvement. It's the knowing that people can be better tomorrow.
14	It's not taxing...	It is freeing.
15	It's not for victims or people who relinquish their power to their circumstances or events around them…	it's for people who are courageous, who want to explore and create a greater self.
16	It's not a method to rationalize poor conduct or performance…	it's used to prepare and deliver potential in the act.
17	It's not about applying unnecessary pressure…	but a means to relieve the pressure so we can be who we truly want to be: great.
18	It's not the typical default approach or functioning on "auto pilot"…	it's about being aware, alive.
19	It's not about manipulating others for personal gain…	it's about experiencing excellence through service to others.
20	It's not about limiting others with what we see as their potential…	but enabling them to realize heights previously unimagined.

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