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**High Performance Mastery: Top 7 Principles For Transforming Your Business From Mediocre
To Great**

By Denise Corcoran

In the words of motivational speaker, Les Brown — "You don't have to be great to get started, but you do have to get started to be great." Where do you start to transform your business from mediocre to great?

Below are your top 7 essential ingredients for cultivating greatness within your own business:

1. **KNOW WHAT YOUR BUSINESS STANDS FOR AND LIVE THOSE VALUES.** More than ever, today, customers don't just ask "what products do you offer?" They also ask "what values do you stand for?" What values does your business stand for? What practices have you developed to live those values daily?
2. **KNOW YOUR COMPELLING "WHY."** Viktor Frankl, the great Austrian psychiatrist, said it best: "Success, like happiness, cannot be pursued; it must ensue ... as the unintended side effect of one's personal dedication to a cause greater than oneself." For what "transcendent" purpose does your business exist? How does your business make a difference in your customers' lives?
3. **ALWAYS SEEK THE EDGE.** In 1954, Roger Bannister did the seemingly "impossible" and ran the first 4 minute mile. When asked how he did it, he said "It's the ability to take more out of yourself than you've got." How can you "take more out of yourself than you've got" to achieve the seemingly impossible in your business?
4. **DARE TO BE DIFFERENT.** Contrarians are the change agents in the business world. These wealth-building businesses are not simply "executing better" — they're radically changing the rules of the success game in their field or industry. Where in your business can you break the rules? How can you set yourself apart from the crowd in your industry?
5. **FIND MODELS OF GREATNESS.** Within every industry, every geography, every career path, there are examples of greatness everywhere. Find those people, those businesses that inspire you the most.

What is it about them you would like to emulate? What changes can you make today to be like them?

6. **KNOW THE END IN MIND.** Great businesses ****decide**** their future. They are not dictated by it. They know exactly where they want to be, by when, how, and then persist in getting there. What decisions have you made about your business future? What do you need to decide differently in order to have a great outcome?

7. **COMMIT TO PERSONAL GREATNESS.** Your business is a direct reflection of where you are at. It only grows as quickly as you do. To build a great business, you must commit to your own personal greatness. How do you define personal greatness for yourself? What changes can you make to unleash your own greatness?

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Extraordinary People ... in Mediocre Times

By Edward B. Toupin

My grandfather used to speak of the days when people drove the world. It was a time when people were proud to contribute and move society and industry forward at full steam. But, people were proud of themselves! However, before he died, one of his observations was that "we have come to mediocre times."

I was a bit appalled at that statement because, to me, these times were the epitome of existence! However, over the years, I began to see what he meant. It is not so much that our advances are mediocre, but it is the state of humanity and society that has become mediocre in comparison. Yet, we don't see it as such because we live in these times daily and have no real comparison.

In these times, people lose hope. While I agree that, many times, circumstances are to blame for a particular situation; however, we allow such circumstances to overpower us. We need to take control and decide which circumstances are to be allowed into our lives.

In today's environment, there are only a handful of individuals that move the society forward and so

many people simply follow. Perhaps the difficulties, stresses, and complications around us have turned many of us into "mediocre people" in extraordinary times. It depends on how you look at it all! But, indeed, this is not the case.

When all need a hero, a hero is not to be found. That is when the best hero we can have is ourselves. That may sound arrogant, but who would you rather be like: a better you, or someone else who might be where you think you want to be, but may have myriad other problems with which you would have to contend. Deal with your own and become the better you!

We are all extraordinary and we all have something unique and phenomenal to contribute. However, we must learn to contribute to ourselves, first, and then consider the contribution to the world around you. It is how you see and feel about yourself that reflects upon and influences your environment and society. Turn inward and exalt the extraordinary you. Learn that the odd little nuances of life are there to strengthen you to create "extraordinary times."

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