

Excellence in a massage practice

Excellence is a frame of mind; we might say it is a mindset. It's not so much about what we do, it's about the way we do it, and how we think about how we do it.

Excellence comes about over time, as we prove to ourselves and our clients that we are always looking to continually improve.

And what are the mindsets of excellence.

First a belief, the belief in constant and never-ending improvement. Excellence has its roots in the belief that I can always get better. That my life and my work will be a continual quest to see how far I can go. You might call it a healthy dissatisfaction. It's the belief that my efforts matter. That my work and my caring will move me forward, inch by inch, to the top of my profession.

How do you move toward world class? Invest in yourself.

Robin Sharma

<https://www.dropbox.com/s/mj456js25ymsb7c/2.2%20Invest%20in%20yourself.mp3?dl=0>

The excellence mindset encourages you to do your best, but **always be improving**. Always getting better. Constant and never-ending improvement is the motto.

Why not pursue excellence? Why not live your professional life in an attitude of continual improvement and customer service at the highest level? It's a great way to live. It's a fun way to be in business. If you adopt this attitude, you will likely find that you are among the very few who think and act in this way. It will take you to the top of your profession. You will learn firsthand that there is vastly less competition at the top.

The mindset of excellence is that of a craftsman, honing their craft every day, looking for even the slightest way to make it better, to make their work stand out from the crowd.

I'm not saying this is easy. It might be simple but never easy. You've got to want it. Some might call it motivation.

Do you have something in your gut that says I want to be the best version of myself that I can possibly be?

But what that is, that best version of myself, I might never know if I've reached it, because up to my last breath I will seek to up my game.