

**JUST
LEAD**
WITH MARK Q



SHOW NOTES

EPISODE 43: Get Better Every Day | The Relentless Pursuit of Excellence (Part 2)

Maybe it's just us, but it feels like "**excellence**" has become something of a buzzword for many companies and individuals these days. But, just because it's written on the walls doesn't always happen down the halls. And whether you're the leader of an organization, leading your home, or even leading yourself, **YOU are the standard bearer for excellence**. It requires holding yourself accountable and making a commitment to get better every day. In Part 2 of this 2 Part conversation, we discuss the keys to pursuing excellence and how to improve in any area of your life.

Check out [Episode 42: Get Better Every Day | The Relentless Pursuit of Excellence](#)

4. PRACTICE CANDOR

Creating a safe environment for honesty and candor and ease of communication is extremely valuable. You should be clear in your expectations and evaluations of others, but show kindness & compassion. Remember this, **clarity is kindness!** Adopt the rule of "**no fuzzy agreements.**" Candid correction is not marginalizing and hateful; it's all in the delivery. As much as you know the information, **set the expectations** for people from the beginning. Even in ambiguity, this clears up potential conflict and sets everyone up for success.

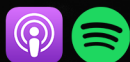
5. PROJECT OPTIMISM

First things first, **optimism and realism** are not opposing forces. Don't make the excuse that you're a realist when really you just have a bad attitude. **Now, the optimism has to be genuine.** Your STAFF will know if you're doing this for the sake of trying to maintain positivity — so you have to have a realistic strategy for bouncing back. **Find wins to celebrate** and measurable to point to! Your optimism should be rooted in realistic, achievable goals.

6. BE AUTHENTIC

Be honest, straightforward, genuine, and real — never faking anything, never saying anything that isn't rooted in the truth. But remember, authenticity without boundaries can be destructive! This doesn't give license to be unkind or blurt things out because you're "**being real.**" Practice appropriate transparency!

Think of an authentic, game worn jersey. They are each hand-stitched with care, never screen-printed or boilerplate. It's the same way in our authentic communication. We should be aware of our audience, and **CUSTOMIZE** our communication with the **utmost CARE** when we're displaying authenticity. If you do this effectively, you can build trust and camaraderie with your team even in difficult times or rebuilding seasons.



7. OPERATE WITH INTEGRITY

Integrity is like the calzone that keeps all the other ingredients of excellence together. **Simply put, you do what you say you're going to do.** Make sure your words and your actions align! Too many leaders have all the great ideas and bursting creativity, but they **TALK TOO MUCH!** They let their words outrun their capacity, and it can hurt your integrity. **Proverbs 10:19** says, "In the multitude of words, sin is not lacking..."

Slow down, and do what you say you're going to do. Nothing else builds or hurts your credibility more. You want to be the kind of leader who is defined by his or her high standards & unimpeachable character. **The message is credible because the person who communicated the vision is credible.**

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