

DEFINITION OF EXCELLENCE

we may define *excellence* thus -

Excellence is a continuously moving target that can be pursued through actions of integrity, being frontrunner in terms of products / services provided that are reliable and safe for the intended users, meeting all obligations and continuously learning and improving in all spheres to pursue the moving target.

The key words are –

1. **Continuously moving target** – what is excellent today would not be excellent after some time.
2. **That can be pursued** – Excellence is attainable, but as the target moves, one needs to continuously pursue to remain Excellent
3. **Actions** – the path to excellence is through the specified actions / deeds and not through empty words. Rhetoric does not achieve excellence; actions achieve excellence
4. **Integrity** – keeping far away from anything that can even remotely be called “dishonest”
5. **Continuously learning** – one needs to continuously upgrade to remain excellent
6. **Improve** – it is not enough to attain excellence, not enough to continuously learn, but to improve continuously to remain excellent

I now hope that we have defined Excellence satisfactorily.

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