

Excellence Still Matters

In January 1992, Life Care launched the *Whatever It Takes* program (*And Then Some* was added years later) to showcase exceptional individual achievement in customer service, fueled by compassion for the residents and families who come our way.

In 2015, Century Park initiated its *Going the Extra Mile* for the same reasons. Both programs recognize and reward excellence in performance. Over and over again, when winners are honored, I hear a statement like this: “But I didn’t do it to receive an award. I did it because it was the right thing to do; it was my job.”

These recipients win because they focus on details. They go above and beyond what their job descriptions dictate.

The reason is that in the details and in their commitment, excellence is found. When it comes to their personal work or craft, excellence matters.

It seems in our society today that there is widespread disregard for excellence. Whether it’s a lack of motivation, interest, or skill, many people don’t seem to care much about the details or originality of the work to which they’ve been entrusted. And in the end, consumers are often left with a lackluster experience.

Excellence still matters. Details are important. Originality is captivating.

Consider the work of our Creator. “*God saw all that He had made, and it was very good*” (Genesis 1:31 NIV).

He cares about the details ...

- Observe the growth of a child, or consider the conception process.
- Think about the changing seasons or the beauty of dawn and dusk.
- Look at the intricacies all around you in nature.
- Or just look in the mirror! He is the Great Artist, the Majestic Creator, doing His work with excellence, care and thought, which makes all of creation good.

Yes, excellence still matters – to our residents, to their families and in the fulfillment of God’s plan for each of us as we go about His purposes.

Finally, brothers, whatever is true, whatever is honorable, whatever is just, whatever is pure, whatever is lovely, whatever is commendable, if there is any excellence, if there is anything worthy of praise, think about these things (Philippians 4:8 ESV).

– Beecher Hunter

