

CONTENTS

<i>Foreword</i>	xii
<i>Acknowledgments</i>	xv
<i>Introduction</i>	xvii
Professional Strategies	1
1 Every Detail Counts	3
2 Commitment Counts	8
3 Leadership Counts	13
4 Focus Counts	18
5 Consistency Counts	23
6 Boldness Counts	28
7 Quality Counts	32
8 Planning Counts	37
9 Vision Counts	42
10 Teamwork Counts	47
11 Ethics Count	52
12 Goal Setting Counts	57
13 Innovation Counts	62
14 Rewards and Recognition Count	67
15 Every Customer Counts	72

Contents

16 Energy Management Counts	77
17 Speed Counts	82
18 Lifelong Learning Counts	87
19 Networking Counts	92
Personal Strategies	97
20 Character Counts	99
21 Common Sense Counts	104
22 Excellence Counts	108
23 Every Choice Counts	113
24 Passion Counts	117
25 Perseverance Counts	122
26 Courage Counts	126
27 Patience Counts	131
28 Humility Counts	135
29 Self-Discipline Counts	140
30 Etiquette Counts	145
31 Optimism Counts	149
32 Health Counts	154
33 Gratitude Counts	158
34 Reputation Counts	163
35 Personal Development Counts	168
36 Sustainability Counts	173
37 Your Legacy Counts	179
38 Loyalty Counts	183

Contents

Universal Concepts	189
39 Truth Counts	191
40 Joy Counts	196
41 Simplicity Counts	201
42 Inconvenience Counts	206
43 Diversity Counts	211
44 Failure Counts	216
45 Sportsmanship Counts	221
46 Resiliency Counts	226
47 Fundamentals Count	230
48 Every Dollar Counts	235
49 Every Vote Counts	240
50 Contribution Counts	245
51 History Counts	250
52 Peace Counts	255
Top Ten Reasons to Visit EverythingCounts.com	259
About the Author	261
Index	263