

THE THREE I'S
OF PRODUCING EXTRAORDINARY RESULTS

The three I's of producing extraordinary results are "***Integrity, Intentionality, and Impeccability.***" If you bring those three things to any situation, any project, and plan, you WILL produce extraordinary results. Let's look at the three in a little more depth.

Integrity.

By Integrity we mean doing what you said you would do when you said you would do it. Simple. Simplistic. And very rare in today's world. If you make a promise, keep it. Not so much from being good or bad, or from being right or wrong, but from a model of what makes things *work*. Life works exceptionally well when people do the things they promised to do. There is an ease, and a freedom, available, when you can count on yourself and others to do and provide what they have promised. What would it be like to schedule 5 appointments during the week and to know that each of those five appointments would occur exactly as scheduled, starting and ending on time? You'd have the freedom to plan around that appointment – you could meet schedule with confidence, knowing that what was scheduled was going to happen. Great idea, right?

intentionality

Well, what if we go a step further. What if we add ***intentionality***? Intentionality is doing what you said you would do, as quickly as possible and without distraction or detour. With intentionality, you know that the job will get done completely and in the least amount of time possible. You can count on your plan moving forward with momentum when you bring intentionality to it.

impeccability

And then we add "***impeccability,***" which means doing the job the best that it can be done. Impeccable work; Impeccable service. In today's world, bringing impeccability to any endeavor would set you miles ahead of the competition. A job that is done impeccably *couldn't be done any better.* That eliminates even the possibility of competition. Wouldn't you choose a person who does impeccable work over someone that didn't?