

The 'Ten Laws' to achieve EXCELLENCE

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The Writer Operation

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Thanks to my organization, Dubai Electricity and Water Authority (DEWA) who provided and ensured Excellence for all its employees.

Thanks to all my leaders, managers and colleagues from whom I learnt many ways of Excellence.

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Thanks to all people, I learnt Excellence from, either directly or indirectly.

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Introduction:

I have always been interested in following up with different global indexes such as innovation, knowledge, happiness, safety, top universities... etc. One of the main lessons I learned from these indexes is that countries and organizations are seeking for excellence. As without excellence, they can't enter the top rank of any index.

This excellence will reflect on people in these countries and organizations. Since I lived in the UAE and worked in Dubai, I'm feeling this excellence every day. UAE's vision is to be one of the best countries in the world and this means that it has to be excellent in many fields and this can't be achieved without excellent people.

Throughout my work journey, I have entered many excellence programs which provided me with a nice experience in excellence field. Excellence is an endless field in terms of learning. One of the reasons for that is that countries and organizations are developing and improving so fast in such a way that they are always applying new methods resulting in more and more excellence.

The moment any country, organization or even an individual stops being excellent, they will no longer be in top positions. Excellence is a journey not a station as I will explain later. One of the famous quotes which provides a base for excellence is what is said by H.H Sheikh Mohammed bin Rashid Al Maktoum, the Vice President and Prime Minister of the UAE: "The race for excellence has no end." This quote reflects clearly on the UAE culture and any visitor can notice this clearly.

In this book, I will share my experience about excellence. Mainly covering what I learnt in life and work. However, I will be focusing more on excellence in work.

The main part of the book will highlight ten laws which are in my opinion will lead to high excellence in life and work. Before that, I will talk about the definition of excellence, why we need it and where to apply it.

Excellence is a top priority for every country, organization and individual who seek top positions in any field. Many organizations have dedicated departments and teams for excellence and might have dedicated consultants also for excellence. This is besides many excellence awards on country or local levels which proves that excellence is not only important but essential.

Let us start excellence journey...

What is excellence?

I started a plan with my new employees in order to be excellent at work. The first thing I told them is that they should have an excellence culture. This culture is important since it will make excellence deep in the person's mind, in other words, excellence will be a part of the person's DNA.

Building this culture requires many things. The first thing is to know what is excellence? I'm sure that there are hundreds of definitions for this term and they can be easily found on search engines and related books. I'm not aiming to list all definitions since it is not a task to memorize. I want to explain excellence so it becomes a strong culture for anyone seeking to be excellent.

If we focus on different excellence definitions, we will notice that they highlight the following main elements:

- Being distinct.
- Showing capabilities and skills.
- Achieving great results.

If anyone achieved these three elements, he will be on the excellence road. However, this requires a great effort from the person.

One of the nice quotes which I learned says: “Success will not come for those who like to rest.” The same applies for excellence. Nothing comes for free. This is something I always ensured for my new employees or anyone wants to be excellent. Let me explain the three elements.

a) Being distinct:

The first element talks about doing things that will distinguish someone from others. For example, when we see famous people, we will notice clearly that they are distinguished on something or let us say that they are pioneer on something. Bill Gates for windows, Steve Jobs for apple products, Sabeer Bhatia for Hotmail email, Mark Zuckerberg for Facebook and the list goes on. These people didn't become pioneers from nothing. They made great efforts until the whole world knew them.

History also has great examples in all fields. Many of the things that made our life easier came from people who put lot of efforts into their work until they reached their targets. Thomas Edison, Ibn Seena, Isaac Newton, Ibn Alnafees, Albert Einstein and Al-Khwarizmi provided for human being lot of essential things. All of them were pioneer and exceeded others on something. This is what real excellence is.

We will come later on how to be excellent, but know that I'm focusing on building the excellence culture by explaining the three excellent elements.

b) Showing capabilities and skills:

The three elements are related to each other. This means that someone can't exceed others without having capabilities and skills or achieving great results. In excellence, it is not enough to have a capability or skill. The important thing is to show and convert them into something where other people can see or notice.

This will lead to an important point for those who want to become excellent: Knowing what is our personality. Why is it important? Knowing personality will let the person to discover his capabilities, skills and most important strengths. I will explain this more in law number ten.

Another important thing in knowing personality is respect. Meaning, that the person will respect his capabilities and strengths so that he will be aware of what areas he should participate or to be active in. This is opposite to someone who likes to participate in everything assuming that he will excel in all of them. I like one a quote said by a scientist, "We are now in a specialization period not encyclopedic one." Excellent nowadays is about focus.

Coming back to capabilities and skills. After knowing them, the important step will come, the improvement part. Excellence means being distinct and this need continuous improvement. Imagine that Facebook, Twitter,

or Google stayed the same as when they were introduced. Will they exist until now? One of the main reason for their existence is the continuous improvements done on their products. These improvements require their staff to improve their skills and capabilities.

Improvement can be achieved in many ways such as reading, attending trainings, conferences, seeing best practices, traveling and so on. It is called continuous improvement which means keeping learning until the last moment of life. One of the greatest muslim scientist called Ahmed Bin Hanbal has a nice quote ensuring this concept, "Learning will continue until I enter the grave." These kinds of people achieved excellence for their hard working and continuous improvements.

c) Achieving great results:

The third element of excellence definition is achieving excellence results. What I noticed in life and work place is that people will mostly focus on this element to judge whether a person is excellent or not. As a matter of fact, they are right, although the two elements are important since they will lead to excellent results.

When we are talking about excellent results, **we should take into consideration the following points:**

We are not talking here about normal results which most of people or employees in workplace achieve. I consider excellent results exist when the second party will say “Wow” or a similar word which indicates that he is excited or amazed.

I remember when we established ‘Creativity Room’ in our workplace, many visitors were amazed when they were entering the room for the first time. It was really an achievement that I was very proud of.

Excellent results can be also in many other ways. Having a positive impact on the organization or the person himself is considered an excellent result also. I saw many examples for that in my organization such as saving millions of dirhams or increasing happiness levels or saving time and so on.

One of the points which I learned from excellence advisors that the result should always be quantified. Numbers are the most important thing for any excellence auditor or evaluator. General terms such as (I made improvements) or (increased happiness level) are not enough or we can say that they are not accepted in excellence world. Numbers, statistics, figures, percentages are what needed actually.

One of the excellence consultants told us another important point regarding the results which is result realism. It is not logical that someone says that the idea for one of the biggest projects in the country or the city is his idea.

Usually no one will accept this. We all know that big projects and initiatives are taken by top leaders since it needs high budget and resources.

Instead, someone can say that he was involved in a particular stage or suggested the following improvements in the project. This is more logical than attributing everything to himself. The purpose of highlighting this point is to have credibility in the things which a person did. Also, to avoid ego feelings if someone showed that he suggested or did a big project. Ethics is a kind of excellence, In fact it comes on the top of it.

One of things that will show excellence in the results is the comparison between before and after. For example, the happiness level was %88 and after applying the program suggested by the person, the happiness level became %92. This will show the efforts done by the person and the excellence of him. The same can be applied for any other measures like time or cost.

Still, some results can come without comparison especially if it is a new suggestion like what I did for creativity room. There was no comparison in the first year. After that I was comparing each year with previous and the excellent result showed up.

Showing the comparison will indicate many things such as improvements, efforts done and excellent results. There should always be evidence for every number provided. Again, it is a matter of credibility.

These concepts are essential in establishing the base of excellence which we called excellence culture. A person who wants to be excellent should know all these three elements. Not only knowing them, but practicing them and try to go deep into each element. Remember always that (Excellence will not come with rest).

Excellence is a decision:

One important point related to establishing excellence culture is that excellence is a decision. Making this decision comes on the first stages of establishing excellence culture. I'm always telling my employees that nobody can force you to be excellent or innovative or happy. It is all depending on the person himself whether he wants it or not.

Excellence consultants, advisors and experts can provide all necessary tools and advice, but they can't make the person excellent unless he decides to be that. This decision is not only a statement or an agreement, it is all about the works and the efforts towards excellence.

Obstacles:

We shouldn't forget to talk about the obstacles which will minimize the level of excellence and even sometimes destroy it. While explaining the laws, many obstacles will be shown. Actually, these laws are solutions to

many of these obstacles. However, let me highlight here some of the main ones and more details shall be indicated later.

a) Unclear Objectives:

I think that the worst obstacle is unclear objectives. I noticed this clearly for those who wanted to be excellent for a temporary period – mainly for participation in an award - or forced to be excellent. I remember one of my colleagues who was assigned by the department head for excellence award. When I asked him about his enthusiasm towards this award, he wasn't at all interested. This is because he was instructed to be excellent and didn't come from his own. Real excellence will always come from person's inside where he will be having full energy and enthusiasm towards it.

b) Negativity:

Another strong obstacle is negativity. Excellence is always related with positivity. I personally define positivity as good feelings leading to good results. It is a combination of both feelings and results which are also basic elements for excellence. Negative people can't survive with excellence due to challenges, resistance, efforts, hardworking, planning...etc. All of these are not in a negative person's life. This in addition to continuous complaining about things with no initiatives or solutions.

Whoever is negative should deal with his negativity first before entering excellence world.

c) Isolation and bad relations:

Isolation and bad relations are another big obstacle for excellence. This is because excellent people need others for their achievements or at least they need supporting and promoting. All excellent people are usually a part of a team. Even for those who are achieving by their own, they still take advices from others or need them for support.

Imagine that a person is excellent with amazing achievements, but has bad relations with others. No one will consider him excellent due to these bad relations. This is exactly what happened to one of the managers in our department. He was an excellent person with excellent achievements and suggestions. He improved the work and even introduced new technologies. The only problem was that he had bad relations with many people and the result was that he couldn't continue in the organization and unfortunately, many people don't even mention him. This is all because of bad relations which affected his excellence.

d) Vanity:

One of the dangerous obstacles is vanity or arrogance. It is very clear that this characteristic is not at all liked by people. It will lead to bad relations with others. One of the laws which I will explain is excellence in personality which will cover ethics. The objective is not only

achievements. We need to be excellent in our relations and ethics. People will always value these things more than only achievements.

Remember always that excellence is like a system with different elements. These elements interact with each other to produce the final result. Any disturbance to any element will affect the excellence level.

Why excellence is important?

It might be that I mentioned some points regarding the importance of excellence in the introduction and the first part. However, I want here to ensure on whatever mentioned previously in addition to some other points.

I'm advising employees with an important thing regarding excellence. Being excellent is NOT only for winning awards, it is for our life. It should be a lifestyle and mindset. I will explain this more while talking about laws, but it is important to mention this point while talking about why excellent is important.

a) Change the way of Thinking:

Entering excellence world will change the person even if it is for a short period. I was talking to one of my colleagues who participated in an excellence award. He said that one of the most positive points that excellence did was changing his way of thinking. I totally agree with him. Excellence will let the person plan, organize, innovate, achieve, document, compete, follow best practice and most importantly try to be better always. This won't be useful only for the person but the organization also. This is in addition that if this person was a manager,

his employees will be affected also with excellence.

b) Positive Changing:

Excellence is an important factor for positive changing. Anyone who worked in Dubai's government entities will notice this clearly. One of my colleagues came to our organization in 2004. He was telling me the situation at that time. It was not that good. After focusing on excellence, many things changed and the organization now is one of the best organizations not only in Dubai but worldwide. The same reflected on employees also. All want to be the best.

c) Example for others:

Excellence will make the country, organization and the person as role model. As I mentioned in the introduction, I like to follow the global indexes. These indexes will show one common thing: excellence.

Any country or organization wants to be on top should be excellent. Excellent in knowledge, excellent in innovation, excellent in happiness, excellent in education, excellent in safety. Without this excellence, one can't be at top at all.

The same applies in sport also. Look at Brazil or France, Real Madrid or Barcelona, Juventus or Manchester City. They are all role models, why?

Because they are excellent teams. Without being excellent, nobody will refer to them or even mention their names.

Being an example will lead to another important thing which is Benchmarking. Excellent examples are always being benchmarked. I heard many times that people are visiting Singapore, Germany, South Korea, Japan or some Scandinavian countries. This is all to understand why they are excellent on specific fields. This will provide a feeling of pride and happiness to these countries or people who are considered as an example.

d) Winning Awards:

Excellence will lead to winning awards. As I mentioned before, that this should not be a goal for a person seeking to be excellent. However, winning awards is a result of excellence which is a powerful motivational tool and a way to prove that someone is excellent.

In Dubai, There are several awards to recognize excellent people and organizations. The most famous and important one is Dubai Excellent Program which is a very powerful program and it is considered as an example for many other countries in government excellence.

This program will focus on recognizing the distinguished employees in different fields. The beautiful point in this program is that it has

many categories for individuals and teams which will provide great opportunities for many employees and teams within government entities. Another wonderful thing is the criteria of the individual categories. Anyone who follows and achieves these criteria will be really excellent or will have strong excellence base. The criteria focus on the essential things such as achievements, innovation, positivity and continuous learning. Under each subject, there are sub points which will explain what are required under each subject.

I had the chance to participate on my organization level for this program and it was really a great opportunity to learn and apply many things. As my friend said: It will change the way of thinking and working.

The second famous award is Hamdan Bin Mohammed Program for Smart Government. From its name, we can notice that this award is focusing on the smart initiatives and programs. It is again about excellence in these fields.

In addition to these awards which are on Dubai level, there are many other ones either on organization or international levels. The last one I attended was Hamdan Bin Mohammed Award for Innovation in Project Management. It is also about being excellent in project management field.

It is noticed clearly from these awards that the world is focusing and caring about excellence since it is important for developing and being at top.

e) Happiness:

Excellence will lead to happiness which is nowadays one of the important topics worldwide. In organizations, employees will be happy when they see that their organization is winning awards or being a leading entity on local or international levels although there are pressures and additional efforts to be done since excellence will not come automatically.

Going back to the indexes. There is an index for happiness in which all countries seek to be at first positions. To achieve that, excellence should be applied in many fields. UAE formed a dedicated ministry for happiness since it is an important subject. This ministry will ensure applying happiness in all government entities. It needs to apply excellence ;otherwise, it will not achieve high ranking in the index. The same applies for any other subject such as knowledge, innovation, safety, education... etc. all needs excellence.

f) Improvements:

Improvements is another result of excellence. In fact, most important is self-improvement. Whoever is excellent will always seek to improve in many ways such as putting more challengeable objectives and getting better results. I tried this in my life and got nice results (Thank Allah for that) and I'm trying to improve on yearly basis. One of the things which I realized is that planning is a necessary tool for improvement. This is known more on organization level, but it also applies on a personal level. Since excellence is a core value in our organization, we are applying improvements always on our processes. This also reflected on employees' level where each one tries to improve himself. When anyone visits customer happiness centers, he will immediately notice how much improvements are being done continuously. This is all to keep excellence always.

In UAE, one nice program applied is the customer happiness centers stars rating. The idea is to give these centers number of stars - as applied for hotels - based on their excellence. There are criteria for getting the stars. It all depends on excellence.

Our organization - DEWA - also got the first place in the world for all Getting Electricity indicators in the World Bank's Doing Business 2020 report. The report measures the ease of doing business in 190 economies around the world. This is mainly due to process improvement. I remember that I attended one discussion on the same subject. The discussion was mainly about process improvement. Again, the main trigger was excellence.

There are many reasons why we need excellence. More productivity, more innovations, financial effects and many others. We will come to many of these results while discussing the laws.

Where we need excellence?

The straight forward answer for this question is that we need excellence everywhere. From my experience, we need excellence in three main stages: planning, execution and results.

I know there are many others' opinions in where to apply excellence, however, I saw that this can be an easy way to understand different stages. In each stage, there are several elements. **Let me list all stages with their elements then I will explain each one:**

Excellence in planning contains:

- SMART objectives.
- Time Schedule.
- Linking with strategy.

Excellence in execution contains:

- Objectives Achievement.
- Overcoming Challenges.
- Innovation.

Excellence in results contains:

- Tangible results.
- Pioneer results.

Excellence in planning:

I will talk about the importance of planning in the second law. Here, we want to go beyond normal planning. This excellence will come through three main elements:

a) SMART objectives:

The first element is having SMART objectives. SMART stands for: Specific, Measurable, Achievable (Attainable), Relevant (Realistic), Time bounded. Some people make it SMARTER where E stands for Evaluate or Ecological and R stands for Reward or Review.

Some may ask, why we need SMART objectives? There are many reasons, but if we talked about excellence, the first reason will be to evaluate if the objective is excellent or not. Consider the following examples regarding reading book: The first is: 'I want to read ten books during 2018'. The second one is: 'I want to read Fifty books during 2018'. It is clearly shown that the second objective has more excellence than the first. Successful organizations always put SMART objective in order to achieve excellence. The same applies for successful people.

Another reason for having SMART objective is to evaluate the excellence. Yes, there is an excellent objective but more important is whether it is achieved or not. How can we know that? Through SMART objectives.

Going back to the previous example where 50 books are going to be read. If the person achieved 30 books, it won't be considered as excellence. If 70 books are read, it will be considered excellence. Measuring is done through having SMART objectives. Imagine someone said that he wants to read books without mentioning the number, we can't evaluate or decide the excellence level. This not only for the person himself, it also for others to decide whether this person is excellent or not.

b) Time Schedule:

After putting the SMART objectives, the second element that comes into picture is having a time schedule. Having a good objective is not enough; it should be followed with having a time frame for achieving goals. Having a time schedule will show two important things: organizing and priorities management. It is impossible that all objectives are on the same level of importance, so the time schedule will support prioritizing different objectives.

If I'm responsible for filing documents at work along with other objectives like reading books and volunteering in activities. I will certainly prioritize planning my main task (filing documents) then reading and volunteering activities. The time schedule will show this clearly.

Excellent people are always organized and one of the things that it will prove that is having a plan with time schedules. I remember that our excellent manager was always focusing on that. If anyone wants to be excellent, one of the first things is to have plans for everything. I give the same advice to my new employees. Excellence will start from SMART objectives and time schedule.

c) Linking with strategy:

The third element is linking objectives to strategies. This was a new concept for me, when I was participating in excellence awards. Our cooperative excellence department was constantly ensuring that all objectives should be linked to a strategy plan. It can be an organization, city, country, or global plans.

Why is this important? It will show that the excellent person is not isolated from the organization or the country. I always provide this example to new employees: We are in an organization which is responsible for electricity and water. Imagine someone who is going to fish market daily and noticing the different kinds of fishes and their prices then comes up with suggestions regarding the same subject. Is this person considered excellent? We can say yes, but in a wrong place.

In work environment, it is expected always to be excellent in the one's core business. Dubai Excellent program which I mentioned earlier focuses on the same idea. Assessors will always ask about the job and will expect that achievements will be related to organization responsibilities. Relating to strategy will show this clearly.

An important subject related to this point is linking to the vision either the organization, the country or any global vision. Strategies are derived from vision. In UAE, the vision is to make the UAE one of the best countries in the world. All strategies are serving this vision. Because of this, many achievements have been done worldwide. Latest one was that the UAE passport became one of the strongest passport in the world. Whoever wants to be excellent should know related visions and strategies in order to link his achievement to these strategies. At the same time, thinking will be directed to certain points instead of thinking about everything.

On a personal level, it is important also to have strategic objectives and plans. For example, if someone has a strategy to build a hospital for poor people or to read 100 books in five years or organize an event containing the best world scientists in a certain field. This will require having a clear yearly plan in order to achieve these strategic goals.

However, before strategies, it is better to have a personal vision. Whatever applies for organizations, it will be the same on a personal level. I'm talking here about strategic things such as vision, mission, values and strategic plans. Personal vision means what this person wants to reach in his life. It is a big objective. **Let us see some examples:**

- Famous leader in the country.
- To be on top 20 richest people in the world.
- To establish the biggest knowledge center in the middle east.
- Inventor who serve people.

I don't want to discuss whether these visions are good or not. I want only to highlight that having a personal vision is important for any excellent person. Not only having it but working to achieve it.

Having the three elements (SMART objectives, Time Schedule and linking with strategy) will ensure excellence in planning.

Excellence in Execution:

Plans are very important, but many people unfortunately stop on this stage. They spend a lot of time on planning and setting objectives, but the important part (execution) will be missing.

Excellence means being excellent in all stages and execution is an important stage since it will show the work and the efforts done.

It contains three elements also (Objectives Achievement, Overcoming Challenges and Innovation).

a) Objective achievements:

Objective achievements depends much on SMART objectives set in planning stage. In fact, it is an important proof for excellence. Great people are known with their achievements. Think of any great person in any field. We can't say that he or she is great without mentioning their achievements. The first question which people usually ask when someone great is mentioned is: what did they do? The purpose of this question is to benefit from them or follow these great persons.

Achievements should be great. This greatness will be shown more when we talk about excellence in results. Another important question asked is: how these achievements happen? Honestly, it is not easy to answer this question since there are a lot of approaches to make achievements. Let me focus on three important factors needed for achievements.

Willingness:

The first thing is the willingness to achieve. Without it, nothing can be done. One of the main reasons that people don't continue or start their plans is lack of willing. This willingness needs continues determination

and efforts. Clear goals and objectives will help a lot to keep the will to achieve. Again, if we study great people life, we will clearly notice their willingness.

Patience:

The second factor is patience. Think about Edison. How much patient he was until he invented the light. These many failed experiments without quitting mean that he was so patient. Again, this patience came from having clear objectives. Edison had this clear objective, so he was patient until he achieved it. History is full of great examples for those who achieved their goals with patience. One great example is the Ottoman leader Mohammed Al-Fateh. Reading his story while opening Constantinople (Currently Istanbul) will show this great patience which resulted in an event that changed history.

Positive Energy:

The third factor is positive energy which will ensure making the achievements and continuation of them. Positive energy comes mainly from inside. There are also external factors which will support this energy such as appreciations from others and having positive environment especially from family and friends.

H.H Sheikh Mohammed bin Rashid Al Maktoum has great quotes about positive energy. He says in one of them: “The use of positive energy and employ it in life is the first element of success and excellence.” Another nice one is “Positive energy gives you a beautiful perspective of life and provides you with motivation and ambition you need for life.”

The main question asked here is: where does this positive energy come from? Let me first tell you the sources which provides me the positive energy. **They are mainly three sources:**

- Support from Allah which comes through worships and prayers.
- Giving which really a powerful source. Ask whoever participate in volunteering programs or helping poor people for their feelings. It is wonderful and it will provide great positive energy.
- Having a clear goal and you may notice that I'm focusing a lot on this point since it is essential for excellence and success in life.

There are definitely other factors which will provide positive energy to people. In fact, each person has his own way of getting positive energy. The important point is to discover these ways and use them whenever required. Maslow's hierarchy of needs will provide a nice view of different motivation factors for people.

b) Overcoming Challenges:

The second element for excellent in execution is overcoming challenges.

It is impossible that excellence is achieved without challenges, why?

Simply, because the path of excellence is not easy.

Dubai Excellence programs focus on challenges. It requests participants to show the challenges faced and how they overcame them. This will show many things: skills, abilities, ambition, achieving goals and objectives.

History proves that excellent people had many challenges in their life and they were able to overcome them through different ways. One of the famous examples is Helen Keller, who was blind and deaf, however, she was able to get a bachelor's degree and write around 18 books. Think about the challenges she had which were really difficult ones, but she was able to overcome them and achieve great results.

Personally, I'm proud of establishing the first creativity room for my organization, DEWA. I remember that we faced many challenges to establish this room. One of the biggest challenges was unavailability of budget since this room was an initiative from the department and there was no planned budget for it. The amazing thing that the team didn't give up and paid from their own pocket to establish the room.

I remember that I mentioned this information to one of the consultants and the person was shocked to hear that!!! Simply, all the team members paid from themselves without any pressure from anyone. Overcoming this challenge led this room to become important and useful for all.

Hope:

It is important to know some factors that will help to overcome challenges. Let me here mention two examples: The first is an award launched by H.H Sheikh Mohammed bin Rashid Al Maktoum named as (Hope Makers). This award focuses on people who spread hope among others through providing a service to them. One can search the detail of this award on the internet.

What I want to say that the examples who participated in the award were facing lot of challenges, however, they were able to support others and deliver their services. Hope was the key in their case that made them overcoming all challenges faced. Hope to see others happy, hope to save people from poverty or hunger, hope to take people to success in life and so on. Their stories are amazing and really spread hope among people.

Clear Goal:

The second example is also an award launched by H.H Sheikh Mohammed bin Rashid Al Maktoum named as (Arab Reading Challenge) which is targeting mainly students and schools in the Arab world. When you see the results of this challenge, you will be amazed. In the first cycle of the challenge, an Algerian boy won the first place. One of the first questions which will come into mind, how he was able to read all these books and he is still young? When you hear him talking, you will know that he is not like the others, there is something different about him. One of things is clear goal which I'm repeating several times due to importance. Whoever participated in this challenge had a clear goal which was reading a large number of books, since the competition is not easy having a clear and specific goal will always lead to overcome challenges if the person is really believes in his or her goals.

There are other factors that will help to overcome challenges such as positive energy, patience, motivation, positive environment, reading examples from history and so on. It is important for anyone who seeks excellence to know that challenges are part of life, so one won't be disappointed and stops on the first challenge faced, instead, he should try to overcome it and continue on the excellence road.

The third element is innovation, which I will explain more while talking about the laws.

Excellence in Results:

Then comes the third stage that is excellence in results. You can say that this stage is the main one because excellence will be shown mainly from results. This doesn't mean that the previous two stages are not important. In fact, achieving excellent results comes from excellence in planning and execution.

Result is the main point which any excellence auditors and assessors will focus on. When I participated in excellence awards, I remember that consultant was advising me always about the results. Any project, idea, or initiative should have a result, otherwise, it will not be considered excellent.

I learnt one important thing from this consultant. There are two main points which will prove that the work done is excellent: So what? and Show me. If the person is able to convince others by answering these two points, he or she will be considered excellent. The basic thing here will be results. Having excellent results will make answering or proving always easier.

a) Tangible Results:

In excellence world, the most important thing regarding the result is having tangible ones. General terms such as improvements or increasing happiness or satisfaction doesn't have much value. Numbers are very important. Imagine that someone stated the following: I was able to increase happiness within my department. Many questions will be asked in this case such as:

- What is the current and previous percentages?
- Is this increment considered excellent?
- How did you judge that this increment is an achievement?

This is different than someone saying: I was able to increase happiness level from %92 in 2017 to %98 in 2018. This will clearly show the results and the efforts done. We have now more tools to judge whether there is excellence in this case or not. I remember that I had a lot of questions from assessors and consultant when my results were not clear.

Tangible results can be represented in many ways. It can be numbers, cost, percentage...etc. the important thing here is to show the achievement clearly rather than generalizing as many do.

b) Pioneer Results:

Tangible results will not be enough to show excellence. The second element is more important which is pioneer results. Actually, this is the most important element in whole stages. All will focus in this pioneering. All awards will look into pioneering part. Whoever is more pioneer, he has more chance to win.

Pioneering is also on different levels; it might be on organization, country or even worldwide. There are sub levels also within these levels. The higher the level, the more pioneer is the result. Excellence people always seek for higher levels. I remember my colleagues when I was participating in excellence awards. They were showing different awards they won especially the international ones or any participations in international conferences or exhibitions. This will show how pioneer is the participant. During Dubai Excellence Program Award, many of these pioneers will be shown. In fact, most pioneer persons will win the award. Saving millions of dirhams, applying many suggestions with great results, managing large projects with amazing results and so on. I noticed also that innovation has great relation with pioneering. I will explain this more while explaining the rules.

It is important to mention that any pioneer result presented should be logical. Some big projects which are on country or even organizational level can't be a suggestion or managed completely by one person, so it is not ethical to say that this he or she suggested this project or managed it completely. It is always better to refer to the team and his or her role in this team. Ethics is essential always.

The First:

An important word to show pioneering is (The first). People will always wait to hear this word from excellent people to believe that they are excellent. I saw many people mentioning what are their first points. Females especially engineers were mentioning this a lot, being first in their field which is a positive point.

World is currently competing to be first in any field. I remember I heard a nice quote from a Brazilian coach: "Second place in world cup is same as last place." Nobody will remember second or third places. It all about the first place or being the first one.

H.H Sheikh Mohammed bin Rashid Al Maktoum is always ensuring on this point. One of his famous quotes is "Myself and my people don't accept except in the first place." Many projects and initiatives in Dubai are leaning towards this direction.

People also are inspired by this direction and seek always to be first in something. Remember that it should be positive.

Being excellence in planning, execution and results will ensure that we are in excellence road.

How to achieve excellence? (The Ten Laws)

People always ask about (How). I think this is not the right approach. We should first establish the culture and ensure the importance then the (How) part will come into the picture.

I will answer this question through Ten Laws. I learnt this from John C. Maxwell, a great writer in leadership field. Some of his books which I read have laws. It is easier to understand and memorize if required. These laws are from my experience in excellence field. **Let us start:**



Law number one: Excellence is a journey not a station.

Excellence is not something momentary or temporary. It should be a lifestyle and part of person's culture. I believe much in Pareto's principle which known also with 20/80. There are many applications for this principle such as %80 of the results come from %20 of the efforts or %80 of the problems come from %20 of the people. One of the examples I saw as a real application of this principle is the participation of employees in suggestion scheme in our division. It was only %13 of the employees, meaning that most of the suggestions were given only by %13 of employees.

Why I'm mentioning this principle? The same applies in excellence world. Unfortunately, most excellent results come from %10 or %20 of people. Another fact is only %10 to %30 of employees are considered really excellent or we can say that they apply this law: Excellence is a journey not a station.

To be realistic, it is not easy to be excellent all the time. I saw in my life many examples of employees who appear in excellence awards then disappear after that. **Here are five factors that will support continuing excellence:**

1) Clear vision and goals:

When we talk about vision and goals, people's minds will be directed mainly to organizations. Most people don't have personal visions or goals. Why am I saying that? I actually don't have any statistics to prove this assumption, but it is based on what I heard from many scientists and lectures when they talk about success in life and I personally support this. In addition, Pareto principle proves this assumption.

One of the nice books I read called (Stories of Struggle) written by Mr. Kefah Faiyath. In this book, there are many stories for the famous trademarks we know such as Disney and KFC. They had a very clear vision and goal although they had many challenges and disappointments. Finally, we are seeing their efforts and results of their clear vision.

One famous Muslim scientist is called Malik Ibn Anas. He wrote a famous book in Hadeeth called (Al-Mowata'). He took around 11 years to complete the book. This shows the clear vision he had. We can notice the effect of having clear vision on excellence. It will support excellence being a journey not a station.

2) Action plans:

It is not enough to have a clear vision and goals. It should be converted into action plans; otherwise, the vision will only be theoretical.

All examples we mentioned previously had an action plan to reach their goals. Having an action plan will ensure the excellence journey, but it should be real not on paper only as many do unfortunately.

Always planning is essential and it is required for excellence as we stated previously, but converting planning to actions is more important. I implemented this personally and got great results in my life and work. I don't like complication, so I recommend always to simplify action plans. Still, it needs efforts. I want to repeat here what I mentioned in the beginning: "Success will not come for those who like to rest." Action plan is an evidence for excellence and it will ensure continuing excellence journey.

3) Patience:

It is said that patience is the father of morals and this is true. Excellence can't be achieved without patience. One of the stories I like is for (Baque Ibn Mokhlid). He is a scientist from Al- Andalus (Currently Spain and Portugal). The amazing part is that he walked from his place until Iraq. He took several years for this journey. His objective was to meet the great Muslim scientist Ahmad Ibn Hambal for learning Hadith. His patience throughout this journey made him one of the greatest scientists in this field.

Great scientists in any field will have this patience in order to reach their goals. I'm sure when a scientist in the medical field wants to invent a new medicine for a disease that he will spend a long time until he succeeds.

He knows that he might save many lives, so he will be patient.

Patience is an essential element for continuing excellence journey and it is a sign of positivity. Without this patience, people will stop the journey as many do. Leo Tolstoy, a famous Russian writer says: "The two most powerful warriors are patience and time."

4) Continuous improvement:

One of the things that successful organizations apply is continuous improvement. One of the main reasons for that is to continue excellence since world is improving in every moment. With these continuous improvements, the organization will ensure that they are on the excellence track.

The same should be applied on a personal level. I believe that there is no perfect plan. There will be always a place for improvement. There are many sources for improvement such as reviewing and evaluating the plan, hearing and taking advice from others, learning from mistakes and reading others success and failure stories.

The important point here is seeking to improve always even with small amount. This continuous improvement will ensure the journey of excellence. Look at Apple and Samsung products especially for smart phones. Continuous improvements are clearly shown and without them, it might be that the rate of selling will be less. As a matter of fact, people are always waiting for these improvements. We should seek the same on a personal level.

5) Continuous Learning:

One of the nice quotes said by Ahmed Ibn Hanble is “Learning shall be continued until entering the grave”. Continuous learning is essential for excellence journey since new things will make the person improve and innovate more unlike the ones who stop learning.

Learning will also open new opportunities. Think about the current work trends: Artificial Intelligence, Internet of things, Block Chain, Big Data... etc. all of them came as a result of learning.

This continuous learning can be academic through getting different degrees or it could be personal through reading books or attending courses and conferences. I think reading is the most important. I heard this from many successful people. Recent one was Bill Gates who said that he reads around one hour daily. Not only that, but taking notes for

any book he reads. We all know Bill Gates and how successful he is.

Continuous learning will open our minds to many new things; however, we should seek always for useful subjects which will help us achieving excellence in our lives and work. Planning for this learning will always be useful. I think it is fundamental.

The first rule of excellence is very important and might be considered the most important one for any person who seeks to be excellent (Excellence is a journey not a station).

Law number two: Excellence starts with excellent planning.

I mentioned previously the elements of excellent planning. I want here to ensure the importance of planning for excellent people. One of the thoughts which I have that success or excellence can't be achieved without planning.

Great people throughout history had planning. It might not be written as it is advised nowadays, still they had planning. In order to achieve any goal, there should be a plan. Remember always the famous quote "If you don't have a plan, you will be part of others plan." What does that mean? It means that the person will be always independent seeking always to achieve other goals or will be part of normal groups, so he will be considered a normal person not excellent.

Another great quote which I like says, "If you fail to plan, you will plan to fail." In fact, I heard many people saying that the amount of people who have a personal plan is less compared to those who don't have. I believe in this. From my experience with many people, I noticed clearly this point.

Why should excellent people care about planning? Let me explain that through the following points.

1) Planning will change the way of thinking:

I consider this point very important since our thinking will direct our life. When we have plans and we want to achieve goals, our minds will always think about these goals and how they will be achieved.

Look at successful people either at present or past, you will find that their thinking is always towards achieving their goals. One famous Muslim scientist is called Muhammad Ibn Idris Al- Shafee. He is a scientist in Islamic FEQH which is related to Beliefs, worships and ethics in Islam. He had a clear goal from childhood to learn, so he planned to hear from many other scientists. His mind directed him always towards this goal, so we can't read in his life that he wasted his time. Planning changed his way of thinking.

Even if the plan or goals are bad, it will change the way of thinking.

Think about who steals or takes drugs or cheats. Their minds are constantly thinking about how to do this in a way that they are not noticed or caught. It might be that they will have innovative ideas but unfortunately in the wrong place.

When an excellent person has an ambitious plan, his mind will always look to achieve. This will ensure the excellence always.

2) Planning will change the lifestyle:

As a result of the previous point, the planning will change the lifestyle also. Whoever has a plan will direct his life toward his goals. He will always practice activities, learn things, innovates and conduct visits that will help to achieve the goals. He will waste less time. I noticed this clearly from the moment I started planning. My life totally changed and I'm seeking always to achieve my goals on whatever I do.

Going back to Andalus history, there was a famous leader called Mohammed Ibn Abi Amer. He led the big country for around ۲۵ years. The amazing part on his story that this big leader was a porter with a donkey at the beginning of his life, but he didn't like this and took a brave decision to become the leader of the country. He achieved his goal after a period of time. The important point here is changing the lifestyle after this planning. If he continued with the same lifestyle – being a porter – he will not reach anywhere, instead of that, he changed his thinking and lifestyle until he achieved his goal.

Whoever wants to be excellent, his lifestyle should prove that. Planning will be an important element for that.

3) Planning will educate commitment:

I remember conducting a training at our workplace about planning. One of the nice situations that was mentioned by our senior manager was that he wrote an objective to reduce his weight and placed it on the wall. He said that whenever he was seeing that objective, he was getting the energy to exercise. This is commitment.

Commitment is very important for excellent people. Having a plan will help building this commitment. If this commitment is not there, lot of goals won't be achieved which means no excellence.

It is advised to have a written plan done by the person himself. This writing will provide a feeling that there should be a commitment towards the plan. Even if the goals are not achieved, there will be negative or sad feelings from the person since he put effort and time into that plan. These feelings are good indications for commitment. Running and achieving the plan will be always a better option.

Commitment means achievements, which means a lot for excellent people. Putting a written plan should be done carefully. Enthusiasm is not always a healthy practice while planning since it can bring some objectives that can be impossible to be achieved at this time. There should be commitment to all goals. This will ensure the efforts towards achieving even if not done perfectly.

Planning is a powerful tool to build commitment that is essential for any excellent person in order to achieve goals.

4) Planning will ensure continuous improvement:

Continuous improvement will ensure the continuity of excellence as explained in the first law. One of the powerful tools to ensure that is planning. This is on the condition that all planning stages are applied (Planning, execution, evaluation and improvements). Whoever has yearly plans will have improvements since there will be new targets or objectives.

I can see this clearly in site called (Goodreads) which focuses on reading books. In the beginning of each year, it will ask the participants to put a challenge for themselves and it will measure the status during the year. When you read the numbers that are put, you can realize that readers try to improve the target which was there in the previous year. This is only one example and it is applied for many other things. The existence of planning will ensure continuous improvement which is necessary for excellence.

It is worth remembering here the elements for excellence planning: SMART objectives, Having time schedule and linking with strategies. I regularly recommend to simplify things and avoid complicating plans. This plan is for the person himself and not for others, so he should know the best way for the plan.

At the same time, we should know that planning needs effort and time; otherwise, it will not provide its purpose. The purpose is to be excellent always and this will start with excellent planning.

Law number three: Focus is a main key of excellence.

I love this law a lot and consider it very important for excellent people. I wrote a series in my personal blog about the importance of focus in life. One of the common factors for success in life is focus. Look at successful people and you will notice this clearly.

What does focus mean?

It is the ability to direct our thinking towards what we plan for. We can notice three main elements: Ability, Thinking and Planning. Focus is not something random, it needs efforts.

One important point we should know is that focus is a decision.

This means that it depends completely on the person himself. Before implementing focus on something, the person should decide and this decision will come from inside without any external forces.

Before mentioning the importance and how to focus, we should ensure that we are talking here about positive focusing since there are also negative one. Only positive focusing will lead to excellence. **Some famous examples for those who implemented negative focusing:**

- The German leader Adolf Hitler.

- Italian leader Benito Mussolini.
- Mongolian leader Genghis Khan.

These people were great but in wrong directions. All their focus was negative so the results were trouble.

Importance of focusing?

1) Focus will lead to achievements:

The moment we focus on a subject, our achievements will start. The great point here is that focus will cause continuous achievement which is a key point for excellent people. Look at authors for examples. Some of them write in one field and produce many books. John Maxwell is a great example. His focus area is leadership and growth. He wrote many books in these fields. This is the result of focus.

In sport, focus is important also. When any football player focus his ability towards a certain position, he will achieve on that position. On the other hand, the player who plays everywhere usually won't succeed. The same applies for any other sport.

Who seeks excellence needs continuous achievements and one of the powerful ways for that is focus.

2) Focus will lead to innovations:

If we look into cars world, we can notice clearly that one of the main things that companies compete about is innovation. People will be attracted to new things, so these companies try to innovate in order to have more customers. Without focus, these innovations can't be achieved. The same applies for any field. For energy and water sectors, which I'm working in, companies from same field will innovate since they focus on their work and knows what new things can be brought up.

Even in football world, there are some strategies and plans linked to a person or country like Pep Guardiola strategy which is well known or Italian or Dutch strategies. All of these are considered innovations which came from focus. Again, this focus needs deep thinking. It is not random. Who seeks excellence needs innovation as we will explain in the sixth law and one the powerful ways for that is focus.

3) Focus will lead to successful self-management:

Self- management is a key point for success. Without it, there will be no achievements which means no excellence. Self-management includes many skills such as time management, planning and organization, setting objectives and evaluation, positivity, productivity and self-motivation.

Successful self-management needs clear vision and objectives. These are areas for focusing which will lead to successful self-management, so there is a strong interaction between focus and self-management.

I remember that I conducted a workshop with our department managers and senior staff about self-management where some skills of successful self-management were discussed. One of the first things I mentioned in the workshop was some quotes from Mr. John C. Maxwell book (The 10 Invaluable Laws of Growth). (Self-management means knowing ourselves, our strengths and weakness, our interests and opportunities). In other words, we should focus on ourselves to achieve successful self-management.

Focus in Animal World:

Personally, I like animal world very much. It teaches us many important things. One of them is focusing. There are some animals that we can notice this focusing more. Eagles and falcons are great examples especially when catching their prey. Ants, Bees, Cheetahs, Lions are also great examples for focusing. Always I remember the following quote: "If animals are applying these techniques, is it impossible for humans to do same?" The important point is to learn.

Focus in Sport World:

Another great tool to learn focusing is sport. I guarantee that most players will have this skill; otherwise, they will not succeed or score. Think about any famous player in any sport, you will notice that he has focus either on scoring, defending, passing, shooting...etc. I think that some sports can teach focusing more than others. Sports such as basketball, shooting, baseball, Golf and Bowling need more focus than others, still all sports need this important skill.

Many people will ask: how to apply focusing? I will mention some steps to achieve that taking into consideration that focusing has three main elements: Ability, Thinking and Planning.

1) Decide to focus:

Some can be surprised with this step. In fact, this is the most important step. Focus is a decision, so the person needs to take an internal serious decision that he will focus on an objective. This decision is the beginning and without it, the person won't be able to do anything.

Who seeks excellence should know this clearly, since focus is the key to excellence. Many can say that they decided, but the actions and efforts will prove that. We should know that focus is a mental activity and this needs more effort than many physical activities.

Think about all the great and successful people in any field, you will notice clearly that they decided from the beginning to focus on something. Taking this decision will send internal messages to the person to focus always on the vision and objections.

2) Clear Vision:

Vision simply means: What do I want to be in future? Having a clear vision on personal level is a clear proof of focus. People who have a clear vision and are serious about it, will surely focus in order to achieve it.

In one of the programs I saw, one Saudi gentleman called (Muhannad Abu Diah). This gentleman was amazing. Not only he is an inventor and has many patents in his name, but he is blind. This challenge didn't make him stop from his clear vision (Inventions). It is all about focusing.

Having clear vision will lead the person to overcome all challenges and obstacles. It is always advisable to write the vision and it will be better to be in a visible place. This will make the person remember it always.

3) Setting Objectives:

Having clear vision is not enough. It should be converted to actions and objectives. Setting objectives which supposed to be SMART will let the person focus. I talked about this point many times, still it is important to

mention many times.

4) Prioritization:

Prioritization is very important and many people fail to apply it on their life and work. Prioritization means putting most important things on top. By this, focus will achieve its purpose. Why?

All of us have many roles in his life such as being a parent, a son or daughter, brother or sister, employee, manager, friend, volunteer...etc. All of these roles are important but on its right time. For example at work, one's role will be the most important and focus will be applied there. At home, being a parent or son will be most important and focus will be on this direction. Without this prioritization, the person will be somehow lost. Excellent people need prioritization as a necessary skill. There will surely be some sacrifices due to this prioritization, so it always needs efforts and determination to focus. Excellence people will be shown here.

5) Determination:

All great people have this characteristic. Determination towards achieving goals is equal focusing. Whoever applied focusing in his life will have determination since there will be many challenges and obstacles. Again, this is essential for excellence.

I saw a program about one kind of a crab that lives on an island. I noticed how they are determined since they need to go very long distance until they reach the sea despite dangerous obstacles. Although many of them will lose their life, others will continue until reaching the target. I said that animal world is a great source for learning focus.

4) Being away from focusing obstacles:

Focusing obstacles will be the opposite of the points mentioned earlier. No decision, no clear vision and objectives, no prioritization and determination.

Another critical obstacle is negative thinking which is sending a negative message to ourselves. This will disturb focusing. Imagine that one person has an objective to read 20 books then he thinks negatively about what others will say about him. He will lose his focus and might not achieve the target.

Another obstacle is accepting anything and this happens usually with employees. Accepting everything will disturb the person. Others will usually take advantage of this acceptance and request many things. The solution is to say NO but in good and professional way. Prioritization will help also.

External factors such as noise, health effects, interruptions and loud sounds will affect the focus also. There are no perfect or complete solutions to avoid these factors, but as much we can to reduce them and be away from them.

Now we know that focus is an important factor for excellence, so we need to apply it always in order to be on excellence road.

Law number four: Let your achievements talk about you.

How to judge whether someone is excellent or not? People will have different opinions about that, but surely achievements will be one on the main criteria for this judgment. I noticed this clearly while participating in different awards. The main thing is achievements. Achievements in work, innovation, learning, knowledge sharing, volunteering...etc. The same applies for any award. It is mainly about achievements.

I heard many success stories of winners. The main topic for any speaker will be achievements. Think about all the famous people. Let me take sport as an example. Why Michael Jordan, Kareem Abdul-Jabbar, LeBron James, Stephen Curry are famous in Basketball? Why Pelé, Ronaldo, Lionel Messi, Cristiano Ronaldo are famous in Football? Why Pete Sampras, Andre Agassi, Rafael Nadal, Novak Djokovic are famous in Tennis? Why Michael Phelps is famous in swimming? Why Tiger Woods is famous in golf? Achievements will be surely as main answer. The same applies for any other field.

What is achievement?

Let us first define achievement. I have a personal definition for it. I define it as Doing something useful either for self or society. Let me here explain three main points in this definition. The first point is (useful) which means that we need positive effects in order to call it achievement. Whoever do something bad like thief or who invents bad things won't be considered as an achievement.

The second point is (Self), so anything will benefit the person will be considered as achievement also. Some might ask: how can we know that something is useful to the person since everyone will say that they are doing good even if it is bad!!!. There is no sharp answer for that, but we can say that good and bad things are known and any one can decide that, so it is not logical to say that smoking, cheating, or breaking laws are achievements. All know that these are bad things and won't benefit the person.

The third point is (Society) which means doing useful things to society. It can be inventions, facilitate people's lives, introduce new services, helping others...etc. These achievements will be realized more by others, actually excellence will be shown by these kinds of achievement.

Why are achievements important?

The following points will explain this importance taking into consideration that I'm talking here about personal achievements:

- Achievements will lead to personal growth.
- Achievements will lead to more innovation.
- Achievements will lead to more productivity.
- Achievements will lead to society, organization, country development and productivity.

Characteristics of Achievers:

It is important to know also that there are certain characteristics for achievers, which excellent people should know also. Main ones are:

1) Self-management:

I talked about self-management in the third law. Any achiever needs high self-management since continuous achievements needs planning, organization, time management and evaluation. Without effective self-management, there won't be much achievement or let us say there won't be continuous achievement since it is expected from excellent people to continue achieving since excellence is a journey as we said in the first law.

2) Positivity:

There is a nice quote in Arabic saying that “Things will be shown more when we show its opposite.” This is true. When you put white with black colors, you can notice clearly both. In fact, they will be shining.

The same applies when we talk about positivity. If we want to know the importance of it, let us talk about negativity. I believe that negativity is one of the biggest challenges in the world. I saw many negative people in my life, especially at work. These people have famous sentences such as: we tried this before, we tried this a lot, All the problems are from...etc. Achievers should be always positive. They need to try, suggest, work, change, and before that carry positive thoughts and thinking. Challenges are too much either at work or life, so positivity is needed, otherwise, one will stop.

Again, think about Edison and how much positive he was until he reached his goal. The same was with Abbas Ibn Fernas who was the first man who tried to fly. He was very positive that he thought, planned and implemented his dream to fly. He didn't lesson to many people who tried to frustrate him, instead he went ahead with his goal.

Internal positive messages are necessary for achievers. This is besides finding positive environment which will support and motivate.

3) Ambition:

Players in all football have different ambitions. Some of them will wish to win the world cup, others to be the best player or top scorer. Some will put their ambition to play only in the final or play in the national team. According to these ambitions, the level of achievements and excellence will be there.

One of the great examples in the Islamic history who had great ambition was Omar Ibn Abdul Aziz. He has a famous quote saying that he had different ambitions. The first was to marry his cousin then to be the leader of a state and finally to be the leader of the whole country. He got them all. He is considered one of the greatest leaders in Islamic history. His ambitions were really amazing.

When someone has no ambition, the level of positivity will be less and accordingly, there won't be much achievements. During my participation in awards, I heard many people presenting their ambitions as it was requested from participants. I believe that many of them were for the award purpose, still there are some persons who really showed that they are going to their ambition.

Being an achiever is not an easy thing, otherwise, all people will be excellent which is impossible. It needs efforts especially to continue. **Here is some advice to continue achieving:**

- Seek support from Allah.
- Work towards your vision and objectives.
- Be Patient.
- Read and watch success stories.
- Evaluate yourself always.

The last advice which I believe it is important: Avoid vanity, arrogance and selfishness while you are achieving. Although you might considered as achiever, surely not excellent.

Law number five: Practice Excellence in all important life's aspects:

Excellence should be a lifestyle. This is an important concept for any excellent person to know. I remember I heard from one lecturer that Steve Jobs was very bad in his relations with employees although he is considered one of the greatest persons in this century by introducing Apple in the world. This will surely affect his excellence.

(No one is perfect), this statement is very common among people and it is correct, but sometimes it is used in the wrong time. Many people say it when they make mistakes. This is not a problem since mistakes are part of human beings. The problem is with two things: Making mistakes without any proper planning, asking, execution and taking necessary precautions. Second is repeating the same mistakes and not learning from previous lessons. This is a really a big problem and using this sentence in these situations is totally not acceptable.

When we say that excellence should be a lifestyle, we mean that the person should seek excellence in all important aspects of life. Yes, there will be differences in these aspects since there are always strengths points for anyone, so excellence will be shown more for these strengths' ones,

still there should be attempts in all important fields. These attempts are part of excellence also.

One of the main differences between excellent and normal people is that excellent people will seek excellence in all important aspects. I'm talking here about personal, family and social life. Here are some points that will ensure that excellence is practiced in all important life's aspects:

1) Have one vision and plan:

I personally followed this. I have one vision and under it, I put all important aspects for myself and plan to achieve them. This is better than having different visions and plans, one for personal life, another for work and third for social life. This will distract the person.

Another advantage of having one vision and plan is during the evaluation process. It will give a complete picture for the person. One of the points that I benefited from John Maxwell's book ('The 10 Invaluable Laws of Growth') is the law of awareness. Under this law, he is stating that the person should know himself. Evaluating one plan will support achieving knowing ourselves.

2) Remember that excellent people are examples for others:

It is important to know that any excellent person is noticed by others, so he should be careful. Look at social media and you will realize this clearly. Many are following famous and excellent people and sometimes I feel that some are waiting for any mistake from them, which is sometimes illogical.

Mistakes are part of our lives; still we should be aware for some situations. At least someone should be away from ethical problems, bad dealing with others, writing or saying bad things and supporting bad situations. Remembering that he or she is an example for others will avoid the person from many bad and unwanted things.

Admitting mistakes is a kind of braveness. At least, it will show that the person is not continuing with the same mistakes. It also raises the value of the person. I heard many famous people stating that they did mistakes and many of them were considered as an example of braveness.

Being an example is not something comfortable. It need a lot of attention to attitudes and situations. At the same time, I believe that it will raise the level of excellence for the person.

3) Balancing.

Balancing means giving each thing its right and time. Of course not all things, but important ones as we said. While putting the plan, it is important to cover all important aspects of life and give balance to them. I consider balancing one of the main challenges in life. Because of that, not all people are able to achieve it. It is important for excellence people to learn and apply balancing in life.

Without balancing, many important goals won't be achieved or let us say, it won't be to the desired level. People who spend most of their time with family and friends will have problems with personal issues. Not much self-improvement will be achieved.

The same is with people who spend long time at work and come late to home. What will be the time spent for personal and social things? Of course, all my talking is to excellent people who have some problems in balancing and not to those who waste their time in not important things. Those need complete solutions and action plans for their life. **Here are some tips for balancing in life:**

- Specify your important aspects in life.
- Apply effective self-management.
- Get knowledge.
- Get support from others.

- Tell others about your goals. This is in order for others to know that you are balanced.
- Avoid time wasters.

Balancing in life is one of the most important factors for success and being excellent. There are many trainings that will provide the knowledge of being balanced in life and it is recommended to attend such ones.

What will happen if you didn't practice excellence in all important life's aspects?

Answering this question will show the importance of practicing excellence in all important life's aspects. We might have problems with ourselves such as not achieving our objectives or not improving our skills or capabilities.

We might have problems in our social life such as with our parents, partners, children, friends, colleagues...etc. We also might have problems in our work environment. Of course, the level of the problems will vary among people, still we will have them.

Compare this with someone who seeks excellence in all important life aspects. There will be problems, but surely less than the previous ones. Another important point is that these excellent people will always try to improve in these aspects and come up with new ideas or initiatives.

These will be always advantages in applying excellence than being a normal person.

Practicing excellence in all important life's aspects will lead to great results so it is important to seek for it.

Law number six: Excellence and innovation are ‹FRINDS›:

Innovation is one of the most important topics worldwide. Excellent people can't avoid innovation during their journey. In fact, I noticed during excellence awards that there is a big focus on innovation. This means that excellence and innovation are ‹FRINDS› as we are stating in this law.

It important for excellent people to learn and implement innovation. From what I hear and follow, innovation is a dynamic subject where researches and studies are continuing. I can see many new approaches and strategies resulted from these researches and studies. Also, there are currently degrees and higher studies in innovation which I haven't heard about in past years. This means that this field is developing and more people are interested in it. It also shows that there are many opportunities for innovators.

Back to global indexes again. There is a special index for innovation which shows also the importance of it. This is besides that innovation is already part of other indexes such as Global Competitiveness index. Countries do their best to be on top in these indexes. This requires a lot of innovations.

Excellent people should build first the innovation culture; meaning that they should know the importance of innovation either on a personal, work, or country levels. Having this culture will facilitate many things such as learning new things, following new ideas and initiatives and most important is innovating and proving new suggestions.

What is innovation ?

If you search about the definition of innovation, you will find hundreds of them. This is besides whether innovation and creativity are the same or not. I believe that whoever says that innovation and creativity are same are right and whoever says that there are differences are also right. Finally, both of them will lead to the same objective.

From my experience and reading, I define innovation as following:
New idea + implementation + positive results. You can notice that there are three main elements. Missing anyone of them will not lead to innovation.

The first element is a new idea, which is the base of innovation.

Nobody will accept to say that something is innovative or creative if it is not a new idea. For example, if we saw a pen, shall we say that this innovation? Of course NO, because it has been existing and it is not new, but if we add something new to it, it can be innovation.

Under this element also, we can say that a difference or new use of an existing thing can be considered innovation also. Let me provide real example. Drones are used for many purposes so we can't say now that it is an innovation, but some organizations used it for patrolling or monitoring or repairing purposes which is a new use of it. This can be considered as innovation.

The second element is implementation of this new idea. What is the benefit of keeping the idea on paper or one's mind? Who will benefit from it? Excellent people should always seek to implement whatever new ideas they have. Yes, it is important to generate new ideas since this is a good sign for keeping the mind thinking, but more important is the implementation part. Remember that excellent people, organizations and countries are evaluated based on their implementations. This will show excellence and innovation, otherwise, it will be theoretical only.

The third element is having positive results. This is important since some ideas can be new and been implemented but will have bad results like innovating something new to steal or destroy others. Innovation that we want from excellent people should have positive results and impact on different levels. Here, we need to remember excellence in results which we talked about previously.

People like to jump to 'how' part most of the times, but there are some essential questions we should answer before we explain how to innovate.

There are two main questions:

1) Is it possible to learn innovation?

Although it seems that it is an easy question, many have different opinions regarding it. I don't want to complicate things, so let me answer the question. There is a famous theory called (Bell Theory) which shows the situation of people towards any skill. If we applied this theory to innovation, it will show that there are 2 - 1 who won't be able to learn innovation at all. The second part will show that there are 2 - 1 who are innovators by nature.

Some might ask why? Actually, I don't have scientific reasons behind that and whoever I heard explaining this theory didn't mention the reasons, however, it is based mostly on history and what are noticed among people.

The main part of this theory says that 98 - 96 can learn innovation, which is our concern. Most of the people can learn innovation and because of that, there are trainings, conferences, knowledge sharing...etc. about innovation. Innovation is a science and any science can be learnt.

The level of learning and applying innovation will differ among people as some will do more than others, but finally it will depend on the person himself for the level of learning he wants to get.

This is important for excellence people to know. They should first believe that innovation could be learnt. Not only that, but they should learn the best of the best in innovation world. Remember that excellence means being at the top and this requires strong innovations.

2) Why are there some people innovate and some others not?

It is important to answer this question and excellent people should know this well. Analyzing things has many benefits. I did that in order to answer the above question. I searched about the reasons which could make people innovate. There are many and let me list some of them taking in consideration that I'm talking here about positive innovation.

- Participation in awards and winning them.
- Getting appreciations.
- Getting money.
- Achieving objectives.
- Instructions from leaders to innovate.
- To be famous.

- To help others and facilitate their life.
- Self-satisfaction.

It is clearly shown that there are many factors that make people innovate. The message here for the excellent people is: Please define your objective if you want to innovate. This objective should be very clear. Having a clear objective will lead to continuous innovation. I saw many who quit from first or second time after providing some suggestions. The main reason for that in my opinion is not having clear objectives for innovation.

If someone asked me what is the best objective to have, I will answer: self-satisfaction. I believe that many objectives are external factors and they can motivate the person for a short period, so there will be a chance for stopping, but innovating for self-satisfaction is an internal motivation factor and this will raise the chances for more innovations since the person has no any external forces. Of course, there is no harm to have different objectives as long as there is continuous innovation.

Now, let us come to the second part of the question, why are some people not innovating or providing suggestions? There are several reasons, but the main thing is not having clear objectives as we indicated previously.

There can be other reasons also such as:

- Disappointments especially after rejection or criticism.
- Fear from failure or from others.
- Negative environment where there will be negative criticism for suggestions or even preventing from providing suggestions.
- Idealism in providing suggestions.

I remember one of my colleagues who was with us in our division and he was very active in providing suggestions, then he moved to another division and I noticed that he wasn't providing that much suggestions. When I asked him later, he said that his management thinks that whoever provide more suggestions that he is free and not working. This is an example of a negative environment.

Yes, it will be always better to think deeply, search, ask others and read before providing new suggestions, but at last we should be positive and provide even if we think that it is not perfect. Excellent people should have the culture of providing more suggestions. From my experience, the quality of the suggestion will be increased as much as more suggestions are provided.

Now, regarding how to innovate or provide suggestions, here is some advices:

- The most important thing is to define your objective.

- Focus is the key of innovation. Remember law number three.
- Search for positive environment.
- Use innovation and suggestion generation tools.
- Be open-minded always.

I want also to provide two important pieces of advices. First is to record and document any suggestion comes to your mind. There are many studies that show the source of suggestions or the places where suggestions will come more to someone's mind. The important point here is to record these suggestions. Excellent people should consider this always since this point will differentiate them from normal people.

Second advice is to not underestimate any suggestions you have. As they said: your suggestion can change something. Look around you (TVs, walls, phones, pens, tables, chairs, tissues, clocks, books, pictures, PCs...etc.). These items were not available at certain times. Imagine that the person who came up or invited the item you are using had underestimated the suggestion and said there is no need to do it. How much human being will lose? Yes, the level of the effect will depend on the innovation, still it is important to suggest and try at least.

Disappointment:

Before I leave this law, I want to talk about one item I mentioned earlier which is disappointment since it is an enemy for excellent and innovator people.

Disappointment can happen due to many things, especially if the person made a great efforts but he got rejection or negative criticism. The important thing here is not to let this disappointment continue, instead, it should be converted it into positive energy. Can it be done? Yes, if the person wants that.

I was reading a story of Mr. Waterman. He was going to sign a big contract with a person. At the moment of signing, his pen's liquid spread on the man and the contract was lost. What did he do? He converted his disappointment into waterman pen which is one of the famous pens. Disappointment can happen but it shouldn't last forever.

Innovation is very important topic for any excellent person. It is necessary to make innovation a close friend.

Law number seven: Target excellent teams always.

When I suggested establishing creativity room in the organization, our department head established a team to work on this project. It was really an excellent team. I was happy to work with them and learnt many things from them. When we decided to improve the room, some other members joined the team. They were great also. The result was achieving excellent results.

Having an excellent team will save a lot for the excellent person. In fact, great achievements are done by teams. Even if individuals suggested and implemented something, they will still need someone to support or at least evaluate their suggestions. This can be noticed clearly when organizations show their achievements. It is mostly about teamwork, not only that, but excellent teamwork.

Teams have big effect on excellent people either positive or negative, so they should be careful in selecting their teams. Look at famous people in different sports. Although they are stars and make differences in many cases, they have excellent teams that will support them always. On the opposite side, I saw some excellent players went to a normal team and their performance was affected due these teams. There are some players

who will make the difference even in normal teams, still excellent teams will support more.

Excellent teams have several characteristics. Let us mention some of them:

1) Common objectives:

All members in the excellent team have common objectives. Going back to sport, if all team members have a common objective, they will perform well; otherwise, their performance will be affected. Imagine that one player has an objective to win and another to draw and another to lose with least score. What will happen to this team?

Excellent people should ensure that all members have common objective. I ran many activities in our creativity room. One of the activities that I like is called Helium Stick where the team will be requested to put the stick on the ground. Theoretically, it is easy, but when we come to reality, it is something else. One of the main factors to win is to have a common objective among all members. This game will really teach successful teamwork elements.

If we go to the animal world, we can see this factor also among many animals. Excellent people should benefit from everything. Animal world is a great source in my opinion to learn excellence. Ants and bees are

famous examples for common objective, but let me here mention another animal that I saw great in teamwork. They are wild dogs. They are mostly in groups and when they want to catch a prey, they will have wonderful plan. Again, all of them will have a common objective and because of that, they will reach their objectives most of the times. It is really amazing. Having common objective is an essential point to success and being excellent.

2) Harmony:

In one of the excellence conferences I attended, a speaker from a Formula one company was presenting about excellence. One of the main success points in Formula one races is the teamwork. The most critical situation in the race comes when the driver stops and the changing and refilling processes will take place. In this situation, one of the most important things needed is harmony among all members. If any member does something wrong or delay the responsibility required, it would affect all. The speaker was telling that the challenge here is the duration of completing this process which will take few seconds only.

Harmony is needed also in other sports such as football, basketball, volleyball and handball. Harmony is related so much with having common objective. When all know that they have a common goal, they

will be harmonious. It needs training and great efforts to achieve it. To be honest, not all teams can achieve harmony. Only excellent ones can. One good example is the civil defense while they are turning off fires. They need harmony among all members in order to achieve their goal. Without this harmony, life and assets can be lost.

3) Effective communication:

I believe that effective communication is one of the biggest challenges among people. Many problems and complaints occur due to bad communication. Excellent teams should have effective communication. In one of the games that I ran in creativity room called 'Carpet and Colored Balls'. It is required from the team to put each colored ball in its related hole through moving the carpet. Communication among members is the main factor for success.

It is also a main factor for completing projects. I noticed this during awards where the winning projects had effective communication among members or even organizations. Any disturbance in this communication will affect the whole process. I saw the opposite thing also that is bad communication among employees which resulted in many obstacles and problems.

Building this effective communication is mainly leadership responsibility, still each person should learn and apply this communication especially excellent people. Going back to 'Carpet and Colored Balls' game. There are five levels in this game. In each level, the number of balls will be increased according the level number, so in level one we will have one ball and in level two we will have two balls until we reach level five which we will have five balls together and the team should put each ball in its related hall. It is not easy. What I noticed is that the level of communication will become more difficult while the level is going higher. This is what is happening in our life also. Effective communication will be shown more in difficult and challengeable situations. Excellent people should maintain effective communication despite of any situation in order to reach success.

There are many elements for effective and bad communication. I believe that excellent people should read or attend training in order to have the best knowledge and apply the best solutions.

4) Supporting:

Another characteristic for excellent team is supporting among team members. Supporting in planning, execution, knowledge sharing, motivation, happy and bad situations. This supporting is essential since it

will reflect team spirit.

During work, there will be many challenges that may lead to disappointments and sadness. Excellent people might be affected, so they will also require support from others. This support is very important to increase the confidence of the person. This is why excellent people should search for excellent teams. It is more than winning or achieving goals. It is a friendship relation.

I lived this support when I was nominated for excellence award. Support from my colleagues, managers, leaders, excellence department and consultant was great. It really made me happy and provided me with positive energy. One of great support was from our MD &CEO H.H Saeed Al-Tayer. He sat with us and committed to full support to all. The same happened from our division head. Being in excellent team will provide positive energy to all.

Having excellent team is a great chance to learn many things, so searching for excellent teams is a must for excellent people if they want to maintain their high level of excellence.



Law number eight: Learn from other's excellence.

One of the most important inputs for person's excellence is seeing other's excellence. My suggestion (Creativity Room) was actually taken from a conference where a speaker talked about similar concept. I'm personally learning a lot from others. I believe that others have many excellent things that can be implemented either same or with some modifications.

Learning from others needs some important characteristics such as:

1) Open Mind:

A person should be open minded and willing to accept other's experiences. Some people like to criticize negatively all other practices. These people can't be excellent at all. In order to be open minded, there are some important points to remember:

- Open-minded people must first break the routine and get out of their closed circle (Comfort Zone).
- Open-minded people must be away from negative phrases repeated by many people such as: impossible, many did before and failed, you couldn't change whatever you did.

- Open-minded people read and learn successful experiences and best practices.
- Open-minded people provide suggestions continuously.

There is a nice quote from H.H Sheikh Mohammed Bin Rashid Al-Maktoum indicating the importance of having an open mind. He says: “Always remember that when ideas contribute in human mind improvement, it is impossible for the mind to return to its older closure.”

2) Modesty:

Another important characteristic is modesty. Accepting or learning from others needs this important characteristic since being arrogant will block person's mind from seeing others and it will underestimate any idea or innovation. One nice quote I read saying: “You won't learn anything from life if you believe that you are always right.”

There are lot of sources where people can learn excellence. **Here are some:**

1) Books:

Reading books should be a part of excellent people life. It needs to be part of the personal plan besides having a personal library at home either physically or smart.

It is important to mention that we mean here useful books since there are many useless ones. Selecting books should be done carefully in order to get the most benefits from them. Any field will be useful for excellent people, but focus will always be preferable. A useful reading rule says, "Plan %50 of reading in the focus area of the person and the rest for other fields."

Books will provide experience to the person. A famous Muslim scientist called (Abullah Ibn Almubarak) said, "I like to live with great people in history" and when he was asked how, He said by reading books. This experience will help in many things such as dealing better with life and people, suggestions, learning from mistakes, improving skills...etc. Reading books for those who wrote their personal life experiences are very useful. These books are a great source for excellence since they will add lot of values to the person. The important thing is to continue reading and never stop.

2) Conferences and Seminars.

Conferences and seminars are a great source for learning excellence since presenters and organizations will deliver their best experience and lessons learned. I benefited a lot from different conferences and seminars either in increasing my knowledge or thinking for new suggestions.

What I advise others is to target new ideas or practices in any conferences and seminars they attend. When they do that, they can provide and apply new suggestions and share experiences with others. Attending these conferences and seminars will also improve relations and enhance networking with others which is also important for excellent people.

3) Trainings:

From my experience and observations, I'm noticing that some employees are attending training without much benefits. Sometimes because it is only required from them to attend. Many of them unfortunately will be busy with their smart phones either to follow their work or for personal purposes although trainings are very important tool for excellence.

Sometimes, the training will be boring or not related, still not all are like that. Excellent people should take maximum benefits from training since many experiences, new ideas and lessons are usually shared besides many activities and practical assignments. I personally benefited from many trainings and I seek always to take notes from these trainings. Trainings are excellent source for excellent people since it will add many useful things to them.

4) Social Media:

We can't avoid this source since many are sharing their experiences and providing new ideas through different social media channels. This in addition that there are many events which are difficult to attend, but through these channels, one can attend or see it later.

There are many useful channels and accounts to follow. It is important to select the right ones; otherwise, it will be a waste of time as many are doing unfortunately. One nice example is TED talk which provides lot of useful talks in many subjects. Some of them are very interesting. It will open minds for many new things.

It is worth saying also that excellent people should provide also useful things for others. It's not only taking from others, but giving and benefiting them also. This will be a source of improvement since the person will always try to provide new things and subjects.

5) Media programs:

Although we are in social media times, traditional media programs are still popular among many people. I'm talking here mainly about TV and radio programs. They have many useful things. Again, useful programs should be selected; otherwise, it will waste time.

Newspapers and magazines are also common among people and still many companies are producing them either printed or electronic. They have also many useful news and articles. All of these can be a source for new ideas and experiences.

6) Benchmarking:

Benchmarking is simply comparing ourselves as an organization to others either by visiting them or being visited by others. These visits are great chance to see best practices and get new ideas. Successful organizations care about benchmarking since it will improve them, so they take the chance to benefit from others.

On personal level, excellent people should participate in these visits whenever they get a chance for that. Two important skills are important here: Noticing and asking questions. These skills will benefit the person.

7) Suggestion systems:

I consider suggestion systems a great source for excellence. I advise my employees to follow and participate in suggestion systems. I believe that seeing other suggestions will open our minds to many things. Also, it will provide us with new suggestions in addition to observing how others are thinking.

This will be effective if the suggestion system is open for all, meaning that everyone can see what others are suggesting. Personally, seeing a suggestion system in our organization is part of my daily tasks. I benefited a lot from this practice.

All of the above are examples for sources that excellent people can learn excellence from. Having different sources will help a lot. The important thing is to learn and not depend only on ourselves. All of these sources will add something to us.

There are also other interesting sources for learning excellence. I mentioned some of them previously, but let me mention some of them again.

1) Animal World:

Animal world is a great source for learning many things. I wrote a book and number of articles for the benefits that we can learn from different animals. Let me provide some examples for benefits:

- Ants: Teamwork and Planning.
- Bees: Organization.
- Spider: Mastery.
- Camel: Patience.

- Lion: Bravery.
- Crocodile: Grabbing opportunities.
- Eagle: Clear goal.

These are some examples only and surely, there are many other beautiful things from this amazing world. To know the value of learning from this world, look at many scientists in past and present who benefited from this world. Take the example of airplane that is inspired from birds or submarine that is inspired from fishes and many other examples. It is really an amazing world.

2) Sports:

Sports are another great source for learning excellence. There are many common lessons and values that can be learnt from different sports which are useful to excellent people. We are talking here about sports such as football, volleyball, athletics, swimming...etc. Each sport has its own lessons and values. **Here are some examples for these lessons and values:**

- Planning and organization.
- Clear objectives.
- Facing challenges.
- Ambition.

- Teamwork.
- Using abilities and skills.
 - Effective communication.
- Hope.
- Focusing.
- Positive and negative ethics.

3) Nature Creatures:

Another interesting source is nature creatures. They have nice characteristics that excellent people can learn from. Examples are sun, moon, stars, rains, winds, sands...etc. **Here are some examples for benefits from these creatures:**

- Positivity.
- Being thankful.
- Beauty.
- Cleanness.
- Commitment.
- Interaction with others.
- Innovation.
- Importance of Knowledge and science.

I believe that there are many sources for learning excellence. It is important to observe and notice things. This will distinguish excellent people from others. Learning excellence is essential also for continuing the excellence journey (Remember law number one).

Law number nine: Transfer excellence to others.

I learnt one important rule in my life: (If you want to learn or apply something, share it with others). Sharing or transferring knowledge to others will let the person search and increase their knowledge about a subject. In the case of excellent people, after the person applied excellence within himself, it is the time now to transfer this knowledge and experience to others.

Knowledge sharing is a key issue in organizations, so they give it value and importance. Many organizations have dedicated department for knowledge management. In our organization, there are special awards for knowledge management and sharing on division and individual levels. In Dubai Excellent Program, there is also focus on knowledge sharing and it is required from distinguished organizations and individuals to show this point.

Benefits for transferring or sharing knowledge:

I will focus here on the points that will benefit individuals since this is the aim of this book; however, there are huge benefits on organization

or even county levels. It is enough to say that there is a global index for knowledge that means that this subject is important worldwide.

Let me list some of the benefits:

1) Ensure the knowledge:

Excellent people supposed to have huge knowledge that is coming through different sources. It is important to ensure and keep all these knowledge. One of the best ways to do that is to share with others through different ways.

I do this personally through different ways such as writing books, giving presentations, writing in my blog, creating videos, posting on social media channels, emails...etc. it is a great chance for me to ensure my knowledge.

Many successful people tend to share knowledge among people. I noticed this clearly through different programs and books. Yes, there are many objectives for this sharing; still one of the most important objectives is to ensure their knowledge.

2) Ensure the role model:

Excellent people are role models for others. It is waited from them is to share their knowledge and experiences. It might be that others want to be like them or sometimes they want to ensure that their role models are not selfish.

People like role models when they share their knowledge. Usually, people will advertise whatever they say or publish. This is an important point for excellent people who are considered as role models, they should target to share positive and useful things.

It is also important to share failures in life, but more important is the lessons behind them. People usually respect these role models since they know that these lessons are for them in order not to fail or to repeat these failures.

3) Continuous improvement:

Whoever share or transfer knowledge will be improving himself continuously since it needs searching, reading, asking, preparing...etc. Whoever enters this field will realize this clearly. Publishing a book, presenting in a conference, or providing a training will require a lot of searching and reading. This is what will lead to continuous improvement. Another important point is that people always want to hear or read new

things especially if they are a fan or follower of this excellent person. Repeating the same concepts, stories and examples is not a good sign. Continuous improvement will ensure providing new things always. I like to read John C. Maxwell books. It contains new things in every book. He improves himself continuously as he states in his books and lectures. Continuous improvement is an important sign of excellent people.

4) Making more excellent people:

How will we get more excellent people? They need someone to transfer knowledge to them. It is true that the major part will be on them to learn, read and implement, still experienced excellent people need to transfer their experience and knowledge to them.

Excellent people should realize that part of their excellence is to make other excellent people. This is a source of success for them. What is more beautiful than someone saying that I learnt the following subject or point from this person?

Also, this should be part of organization culture to encourage excellent people to share their knowledge with newly joint people. This will ensure the continuation of organization's excellence.

5) Having excellent teams:

Remember law number seven: (Target excellent teams always). One of the main things which will build this team is sharing knowledge with them.

Team members like to have excellent people with them. I noticed this during projects where some people will be happy when they know that an excellent person will be with them.

Even if all members in the team didn't benefit, there will be some who will benefit from sharing knowledge. There is a nice quote in Arabic saying: "In whatever places, a believer will benefit." This is right also for excellent people where they will share their knowledge in any team because they know that this knowledge is important to build excellence within others. Having excellent teams will ensure organization's excellence also.

Sharing Knowledge tools:

Each excellent person should know the best tools to share knowledge. Each tool has its own fans and followers. Having more tools is always better. **Here are some examples:**

- Awareness and Trainings.
- Conferences.
- Writing books.

- Social Media channels.
- Articles.

It is worth to say that there are three important skills while sharing knowledge that excellent people should excel them:

1) Presentation skills:

One of our university instructors had a great knowledge. His problem was in delivering the material to students. This is the same problem of some excellent people. They have great knowledge, but don't know how to deliver it in an effective way.

Presentation skills is a powerful tool for sharing knowledge. People are impressed with great presenters. If an excellent person has any problem with presentation skills, it is advised to attend trainings and practice until becoming professional.

2) Communication skills:

Communication skills are essential also for excellent people in order to deliver the knowledge effectively. Body language is a main skill for effective communication. It is a separate science now. Body language has the biggest effect in delivering knowledge so it is important to learn it and apply it well.

Besides this, there are listening skills that are also important and need to be learnt. The famous quotes says that “Any person has two ears and one mouth, so he should listen more than talking.” I think this is not always true. Whenever a person has useful things, he should talk, but he should consider the right timing.

Excellent people should consider also the way of talking and the chosen words. All of these can be learnt and needs practice and continuous improvement.

3) Writing skills:

For those who are interested in publishing books and articles, it is important to learn effective writing skills. Besides training, the person needs to read other books and articles written by famous people. Also, seeking feedback from others will benefit a lot in improving the writing. Excellent people should know that sharing excellence knowledge will benefit them in the first place before others should be part of their plan.

Law number ten: Excellence in personality is necessary.

I wanted to conclude with this law since it is like a summary of all laws. In fact, excellence starts and concludes with it. I mentioned many times that excellence should be a lifestyle. The dangerous thing here is that people will discover that the person is really excellent or not. The famous quote says, "We can fool people for some time, but we can't do that for all time.»

Excellence in personality is necessary. When it is applied, the effect will be huge on the person and others. This excellent personality can be achieved by training and knowledge. The education at an earlier stage will play a big role also.

I know that learning excellence won't be easy as the person is becoming older. I noticed that clearly with employees. Personality can't be changed easily. I mean here if the person is used to something from his younger age, it is not that easy to change it. Still, it can be changed if the person wants that. Willing and real deciding will make the difference.

Personality:

There are many definitions for personality. Let me take a simple one: it is the combination of characteristics or qualities that form an individual's distinctive character. Here comes an important question. Can the personality be changed? There are many opinions: some say yes and some say no. I don't want to go into much details as this is not the purpose of the book; however, I believe that even if personality can't be changed as some opinions state, we can focus on skills that can be learnt and improved which will finally raise the chances of improving the personality.

What should an excellent person focus on regarding personality? Here are some points:

1) Know your personality:

There are many personality tests available. The level of accuracy differs among them. It is advised always to perform scientific tests in order to provide as accurate results as possible. It is good to have many tests in order to get a clearer picture about ourselves. I like (MBTI) personality test since it will provide many useful advices and tips about our personality.

Knowing our personality will benefit us in many things such as knowing our strength and weakness, putting right plans and actions, taking the right training...etc. This is all important for excellent people in order to improve their excellence.

2) Improve your strengths:

Knowing our strengths is not enough. More important is to improve them. This will make the person's personality stronger. It will also make the person more productive in his field since he will do what he is strong in.

There are many tools to improve strength such as attending training, conferences, reading books, sharing knowledge...etc.

What about weaknesses?

This is an important question since many people will spend a long time to improve these points. I recently read a book called (21 secrets for excellence) written by Dr. Fuad AlShuaibi. He mentioned in this book that recent directions are to focus on strength points and not weaknesses. The philosophy behind this is that these weak points can be done by others and since there are others to perform, there won't be a need to spend time on improving weakness points.

I agree with this opinion, taking into consideration that there are some essential skills which need to be improved as I will explain in the next point. Focusing and spending a long time on weak points is not that advisable, instead of that, this time can be spent on improving strength that will lead to more productivity and excellence.

3) Learn essential skills:

I mentioned many skills in this book. Many of them are essential to be learnt and improved such as communication skills, presentation skills, planning and setting objectives, creative thinking...etc.

These skills are essential for more excellence and influence. It will also strengthen the personality.

4) Learn new skills:

Not all skills are required to be learnt. It is always better to focus on strengths as mentioned, still there is always an open area to learn new skills. The rule here is not spend a long time on these skills unless it will provide power to the person and lead him to more excellence.

In general, having any skill will provide something positive to the person. More important is to use these skills towards excellence.

When you ask people on how they consider a person is excellent?

There will be hundreds of answers since each one will define excellence according to his knowledge and background, still there will be many common answers among people which touches excellence in personality such as:

1) Excellence in Ethics and Values:

One of the most important things that will judge the excellence by many people is having positive ethics and values. It is not a matter of having the knowledge, but applying them in reality.

Here we are talking about Honesty, loyalty, cooperation, generosity, credibility...etc. Having and applying positive ethics and values should be part of an excellent person's personality. It is not because people will say that this person is excellent, but it lead to many positive things such as self-satisfaction and happiness.

Great people focus on this important issue. Prophet Mohammed peace be upon him says: "I have been sent by Allah to complete positive ethics" that means that ethics and values are important aspects in life which needs a big care and focus.

Having positive ethics and values will direct a person's life, thinking and reactions. It is worth to mention also that excellent people should be

away from negative ethics and values that can destroy the person.

There are some worse ones such as anger that I consider the worst since it will lead to many negative reactions and situations. Nobody likes angry people even if they are excellent in achieving objectives. Some other bad ethics and values could be Ridicule, Envy, Cursing, negative criticism... etc.

2) Excellence in relationship with people:

Another important area for excellence that reflects personality is relationships with people. Excellent people should always have excellent relations with all people who they deal with. At home with family, at work with managers and employees, at social life with friends, at the street with drivers, at social media with users and so on.

This excellence requires having some essential skills such as effective communication skills. Having positive ethics will support this excellence also. One important point that I noticed resulting from this excellence relation is getting support from others easily. I saw some opposite examples, which people tries to avoid some people although they are

excellent because of their bad relationships. One of my colleagues was an excellent person but unfortunately, his relationship with others, especially his employees was not that good. The result was many complaints and finally he resigned.

It is important also to have justice in relationship with all. At the same time, considering the position, gender, age, nationality and backgrounds is important. This won't come by it is own, it needs knowledge, learning, asking and practice.

3) Excellence in giving:

People like and respect givers. A great initiative in the UAE was announcing year 2017 as 'Giving' year. There were a lot of initiatives and projects supporting giving during this year. I realized that giving has a wide area and it is not only limited to money or giving poor people. Excellent people should focus on giving since it is a great source of positivity and happiness. Also, it will improve the person since he needs to give new things to people. It will improve innovative thinking also. Giving will provide the person many positive ethics and values such as cooperation, supporting others, positive emotions and feelings, modesty...etc. This excellence in giving should be part of excellent people personalities and if it is not there, he should learn and teach himself to be a giver.

4) Strength of Personality:

This term will have different definitions among people. Deciding that the personality of a person is strong or weak is not an easy thing. However, what I believe is that strength of personality comes from having positive values such as being a good decision maker and problem solver, Initiator, responsible, independent and emotional Intelligent.

Yes, there are bad people who have strong personalities, but we don't need excellent people to be as them. People like Hitler, Mussolini and Genghis Khan had a very strong personality, but they destroyed the world because of their negative results and improper use of their strong personalities.

The characteristic of having strong personality is common, but what differs are the results of this strength. We need excellent people to have strong personality with positive results, otherwise, they won't be considered excellent since negative results are not expected from them. I know that some people will say that this strength comes mostly from education at children stage. This can be true, but again there will be many things to learn to improve the personality. Yes, they can't be like those who are strong by nature, still they can reach to some acceptable level. Improvement is the key point here.

5) Excellence in relationship with Allah:

I consider this excellence as the main one especially for Muslims.

Having excellent relationship with Allah means following what he says and avoiding what he has forbidden. There are great results for having this excellent relation such a happiness and satisfaction. Also, it is important for what will come after death in tomb and the last day.

One of the greatest verses in Quran that I like most is: (Those who believe, and whose hearts find satisfaction in the remembrance of Allah. for without doubt in the remembrance of Allah do hearts find satisfaction). Getting support from Allah is very important especially in overcoming challenges and getting things easier.

There is a wide area for worshiping Allah. Balancing worship with other important aspects of life is important (Remember Law number five).

Excellent people should have this relation in their plans. In fact, it should come in person's priority list as top one.

Being excellent in personality requires many things. It is one of the most important laws for excellence since it will lead to apply many other laws. It is important to take care of it especially what have been mentioned above.

Conclusion:

Writing in excellence field is not an easy thing since it requires great efforts, at the same time, some people will say that many topics are theoretical and are difficult to be applied in reality. This is part of life, people don't agree on everything, But still we should write, teach and share our knowledge since we always want better for the world.

Excellence world is enjoyable. Whoever enters it will feel that. Although there are many challenges, disappointments, negative messages and situations, it is a great opportunity to improve and benefit our own and others. The happiness feeling is much greater than all these challenges and negative things. All of these will be forgotten with a smile or appreciation from others or seeing the results or effects of excellence.

Before concluding, **let me summarize the main points in this book.**



Let me start with the ten laws of excellence:

- Law number one: Excellence is a journey not a station.
- Law number two: Excellence starts with excellent planning.
- Law number three: Focus is a main key of excellence.
- Law number four: Let your achievements talk about you.
- Law number five: Practice Excellence in all important life's aspects.
- Law number six: Excellence and innovation are (FRIENDS).
- Law number seven: Target excellent teams always.
- Law number eight: Learn from other's excellence.
- Law number nine: Transfer excellence to others.
- Law number ten: Excellence in personality is necessary.

I said also that excellence has the following main elements:

- Superiority on others.
- Showing capabilities and skills.
- Achieving great results.

In addition, we should remember that we need excellence in the following three main stages which are: Planning, Execution and Results.

I tried my best to share my knowledge and whatever I learnt in this field, still excellence is a wide subject that has many concepts and theories to be learnt and implemented. Continuous learning and improvement

is necessary to continue excellence. I'm sure that there are many other things to be said about excellence and I hope that others will continue in this great field.



How many beautiful lines you have that took a lot of effort and care from you to be the best possible, to express an inner feeling that you could not share with anyone else.

Whatever your lines;

{ Stories.. novels.. poems.. articles }

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