



## Book Snippet From ***Good Is The Enemy Of Great*** by Kurt Reece-Peeplez

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### **Achieving Greatness**

*“If you only strive to be good or put forth a good effort, you’ll always fall short of being great.”*

This is where you are able to sustain great efforts. You consistently apply your best effort and don't settle for good enough.

There are four levels to reaching greatness. They are good, better, best and great. Better being the most important because it moves between all the levels.

**Good** → Better1 → **Best** → Better2 → **Great**

On a difficult test, your grade is a C. That’s good because you didn’t fail, but you could have done better and received a B if you had studied more diligently. If you had studied with friends or a tutor and turned in all of your homework, this extra effort could have helped you grasp all of the information needed to score the best grade, which is an A.

If you consistently get A’s, you’re a great student, right? No. If you consistently get better grades you are a great student. Between best and great is better. You have to consistently do better to become great.

A key to this process is recognizing that greatness is relative to your capability, and shouldn’t be measured by a universal standard. So, don’t compare yourself to anyone else. Measure against yourself to see if you are consistently doing better. This is what will lead you to greatness.

We all have our unique talents and abilities. For students, most are not great in both Math and English. It’s usually one or the other.

Some students may have difficulty with a subject and no matter how much effort they put forth, they will never get an A. They can, however, achieve their best results consistently, even if that is a B or C. They are still a great student because they are striving to be great by consistently working to get better.

This applies to life as well. We all can't be rocket scientists, professional athletes or millionaire businessmen, but we can all strive and achieve better results in everything we do within our potential or capability. Over time we become great in the areas we operate through consistently getting better and by leveraging our strengths.

Two football players who, by NFL standards, are slow as indicated by their 4.6 second 40-yard dash times, are two of the best receivers in NFL history. I'm pretty sure you've heard of Jerry Rice and Terrell Owens.

Two of my favorite basketball players of all time is Magic Johnson and Larry Bird. They both were less athletic than most of their opponents, yet they were voted into the top 5 all-time NBA's greatest players.

They didn't have the best speed, quickness or jumping ability but they consistently strived for better results through training, nutrition, studying, preparation and execution. They also thought further into the future on the court than did their peers. This kept them one step ahead of their opponents. We'll touch on the power of developing options and making decisions now based on future events a little later. It's powerful indeed.

**Good** is a level below what you are capable of. It's an average effort or result.

**Better1** is raising your good to the Best level. You don't settle at Good and won't settle for anything less than a Personal Best. You have still had yet to reach your full potential even though this is a Personal Best.

**Best** is hitting your peak performance at a point in time, in that specific moment.

**Better 2** is not settling after hitting a Personal Best. You treat your Personal Best like a Good and work to become even Better.

**Great** is being able to put forth a Better2 or Best effort and result consistently over time, no matter your circumstance or your ability. Consistency at this level equates to greatness.

Taking a difficult shot under pressure doesn't make a ballplayer great. Making that difficult shot consistently under those circumstances and within that ability does. Their desire motivates them. Their effort and familiarity with the situation allow them to excel no matter the circumstance. Consistency is the key to their success because they've been in that situation several times before.

Kobe Bryant of the Los Angeles Lakers would regularly spend several hours before and after practice working on taking game-winning shots. He consistently put himself in game-winning situations or circumstances so that when he faced it in a real game, he would be comfortable with his options and responsibility. He was confident he could make that 20-footer from the corner, that 3-pointer from the top of the key or that hard drive to the basket as the clock was winding down because he'd taken those shots and made those moves a thousand times before in practice.

He created consistency through practice to prepare himself for real game situations. Those weren't lucky shots he made at the buzzer, they were regular shots he made a thousand times before in practice. He created a new normal. His normal was great.

Consistency prepares you for adversity, whether it's from within or from an outside source. To be Great, you have to fight through mental and emotional blocks to stay positive and not settle for "this is good enough." You need a team to help you with this and you can't be afraid to take a shot.

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