

INTRODUCTION

I find it interesting to note that since the beginning of time, many of the most significant written documents are no more than a single page. For example, I think of the Ten Commandments, the Magna Carta, the US Constitution, and the Gettysburg Address. And, of course, a Birth Certificate and a Marriage Certificate.

Jerry Panas has produced over a period of years a montage of one page thought-provokers, all with one word titles. They cover some of life's most consequential values such as *Courage*, *Work*, *Ideas*, *Leadership*, and *Excellence*. It is an uncommon collection, each so simple— but yet so powerful.

Countless major corporations and nonprofits have framed and adorned their reception room or their board room walls with Jerry's masterfully written single page epistles. I can't begin to report how many times I personally have quoted one of Jerry's works while making a speech or writing a letter to a son away at school.

Many of Jerry's friends and admirers have prodded him for years to put his priceless collection into a book. Finally— at long last— he has. This fabulous little book is appropriately entitled **EXCEL!**— one simple word.

Anyone who has a leadership role today should carry a copy of **EXCEL!** with him or her at all times. It is a must for those who need to inspire or lead. It is just as appropriate for the CEO of a Fortune 500 company as the owner of a corner grocery store. Or for the high school football coach or the minister or a mother raising young *winners*. We all need help in getting our thoughts together in a short but striking and memorable way— to give ourselves and others that needed inspiration or guidance. Jerry has done it in **EXCEL!**

—Charles "Red" Scott
San Diego

Voted one of the Top 25 CEOs of the Decade, Charles "Red" Scott has served as CEO of five Fortune 500 companies. He is the recipient of the nation's most coveted honor— the Horatio Alger Award of Distinguished Americans.