



# CHARISM

## THE FIVE VIRTUES OF EXCELLENCE

These are admirable qualities, and necessary to achieve excellence.

### **EFFORT**

Effort is work, pure calories in action. It is required to achieve anything; No pain, no gain. But Effort is confined to our finite, physical capacities, so it is not self-sustaining and it can't endure. Effort is not *Energy*.

### **PROFICIENCY**

Proficiency is an acquired capability, a specific technique or skill required to do a task well. While it codifies what we allegedly should do, it neither identifies, nor leverages what we uniquely can do. Proficiency is not *Expression*.

### **EXPERTISE**

Expertise is specialized, accrued knowledge and know-how. It can differentiate us, but it doesn't see to the heart or to the horizon of things. Expertise has no vision. It is not *Perspective*.

### **COMMITMENT**

Commitment is willpower, the readiness to sacrifice in order to reach a desired outcome. Commitment stays the course. But it has no power to guarantee success. It is not *Intention*.

### **ACUMEN**

Acumen is the strategic ability to make good choices in a competitive environment. Unfortunately it does not specify what we should do, or why this is important; it is merely instrumental and tactical. Acumen is not *Wisdom*.

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