

***Good Enough
Isn't Good Enough***

Training Leader's Guide

Good Enough Isn't Good Enough

My child, beware of "good enough,"
It isn't made of sterling stuff;
It's something anyone can do,
It marks the many from the few.

"Good enough" has no merit to the eye,
It's something anyone can buy,
Its name is but a sham and bluff,
For it is never "good enough."
The flaw which may escape the eye
And temporarily get by,
Shall weaken underneath the strain
And wreck the ship or car or plane.

With "good enough" the car breaks down
And one falls short of high renown.
My child, remember and be wise,
In "good enough" disaster lies.

With "good enough" the shirkers stop
In every factory and shop;
With "good enough" the failures rest
And lose to one who gives the best.

With "good enough" have ships been wrecked,
The forward march of armies checked,
Great buildings burned and fortunes lost;
Nor can the world compute the cost
In life and money it has paid
Because at "good enough" one stayed.
Who stops at "good enough" shall find
Success has left them behind.

For this is true of you and stuff—
Only the best is "good enough."

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Introduction

The following information was compiled to assist you in training with American Media's video, ***Good Enough Isn't Good Enough***.

Good Enough Isn't Good Enough is a thought-provoking, motivational video that can be used to fit the training needs of your organization. The following are suggested ways to train using ***Good Enough Isn't Good Enough***:

1. As an **icebreaker**, to get your training session started.
2. As a critical **component** in your training session, addressing the issue of whether just "good enough" is truly good enough.
3. As the **debrief** for your training session, to leave on a motivational note.

Whichever way you decide to use ***Good Enough Isn't Good Enough***, you will find that it will greatly enhance the effectiveness of your training session.

Icebreaker

Good Enough Isn't Good Enough is a valuable and exciting tool in getting your training session started. Unfortunately, in today's business environment, there is a feeling that doing just "good enough" is sufficient. But, to be a success, you must do the best job possible.

Showing ***Good Enough Isn't Good Enough*** will help participants begin to think about doing better than "good enough," and set the stage for a productive training session.

Key Training Points

The main ideas communicated in the video ***Good Enough Isn't Good Enough*** are:

- "Good enough" can be accomplished by anyone.
- "Good enough" may satisfy short-term needs, but in the long run may prove to be a downfall.
- Success does not come from doing just "good enough."
- Only the best is "good enough."

Introducing the Video

One issue you may have read or heard about recently is the status of the United States in regards to quality and productivity. Many experts feel that the United States has become complacent in the pursuit of quality and high productivity, and is satisfied with doing just “good enough.”

How many of you feel that you do a good job and provide a good product (or service)? (Ask for a show of hands.) Now how many of you feel that there is room for improvement in how you handle your responsibilities? (Ask for a show of hands.)

Doing “good enough” just isn’t good enough anymore. To be competitive in today’s business world, each person and each organization must strive to do the best job possible.

We are now going to watch a short video based upon a poem written in 1923. This poem concerns doing a job just “good enough.” After the video we will have a chance to discuss the key points.

Video Discussion

After the video is shown, you may want to ask the following questions to help stimulate discussion. The questions will help participants understand that others may have similar feelings. Feel free to develop your own questions based upon the individual needs of your organization.

- Do you feel the emphasis in the United States has gone from producing the best products possible to producing products that are just “good enough?”
- Why do you think individuals and organizations are satisfied with doing just “good enough?”
- What did the video say about “good enough” being only a short-term solution?
- Who is responsible for changing an organization’s or person’s philosophy from doing just “good enough” to doing the best possible job?

Conclusion

Throughout the session, keep in mind the key point communicated in the video: Success does not come with doing just “good enough”—it comes with doing the best job possible.

Primary Component

You may choose to use ***Good Enough Isn't Good Enough*** as a more primary component of your training session because of the valuable points it communicates. These points can be expanded and used to reinforce ideas within your organization's quality process.

Introducing the Video

As we continue our session, I would like us to take a moment to view a video on which we will base the next part of our session. The video is approximately four minutes in length, and will communicate several key ideas about quality. After we have watched the video, we will discuss the key points.

Key Training Points

The main ideas communicated in the video ***Good Enough Isn't Good Enough*** are:

- “Good enough” can be accomplished by anyone.
- “Good enough” may satisfy short-term needs, but in the long run may prove to be a downfall.
- Success does not come from doing just “good enough.”
- Only the best is “good enough.”

Video Discussion

After you've shown the video, ask your participants the following questions, allowing time for appropriate feedback:

- What was the main idea communicated in the video? (*“Good Enough” is not good enough—you must do your best.*)
- Do you really think organizations and employees feel that doing a job just “good enough” is acceptable? (*Allow individual feedback.*)
- What did the video say about “good enough” being a short-term solution? (*“Good enough” may be a short-term solution, but can be the downfall of an organization or person in the long run.*)
- Have you ever been part of a situation where the solution was “good enough” at the onset, but in the long term, the solution didn't last? How did it happen, and what could have been done differently? (*Allow individual feedback.*)

Ask your participants to think of five things that can be done by their organization to help promote the idea that just “good enough” is not good enough. You can have participants either break into small groups or remain all together for this discussion.

After your participants have come up with ideas, write them on a flip chart, and stress that the ideas will be passed along to the appropriate people in their organization to facilitate implementation.

Conclusion

Moving from “good enough” to doing the best job possible is a commitment that must be made by each one of us. When we conclude this session and you return to your work areas, determine what things you can do to move from doing just “good enough” to doing the best job possible.

Debrief

Good Enough Isn't Good Enough will allow you to end your training session in a motivational manner. You can use the video to reinforce ideas communicated earlier in your training session and to challenge participants to incorporate the ideas they've learned into their day-to-day work activities.

Introducing the Video

In the session, we talked about several ways to improve the quality process in our organization. What it really takes to get things started, however, is each of us taking responsibility for doing the best job possible. Doing just “good enough” is not good enough. To be successful, both personally and as an organization, we must do the best job possible and not be satisfied with “good enough.” This may sound like a difficult task, but it isn't. Let's take a few moments to view a video which will help each of us understand that just “good enough” is not good enough.

Video Discussion

“Good enough” is a short-term solution, which in the long run may prove to be a downfall to an organization or a person. Moving from doing just “good enough” to doing the best job possible takes a commitment by both an organization and its employees.

Hand out an envelope and a piece of paper to each participant. Ask each person to write his or her name on the outside of the envelope. Next, have the participants write down two things they will do on their jobs to move from the mentality of doing just “good enough” to doing the best job possible.

When participants are finished, ask them to place their sheet in the envelope and send them in three weeks to serve as a reminder. Communicate to participants that in the next three weeks, they should try to accomplish the things they wrote down.

Conclusion

Tell participants that their task isn't over when the two items are accomplished. They must continue to do the best job possible by looking for other ways to improve.