

No Excuse!
An Action Plan For Success
Incorporating Core Values, Accountability,
and Balance into Your Life and Career

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No Excuse! - An Action Plan for Success – Developing Your Core The Foundation

Core Values

Identify and Define core values for your organization, family, and individually. What do you stand for and believe in, and what are the values that structure your personal and professional character? Why are core values important for an effective organization?

Accountability

Reason versus excuse: An excuse is when the same reason becomes habitual. Core values hold people accountable. It is our choice to determine how we behave. Accept no excuses from yourself or anyone else. Build a culture of accountability through the application of those core values.

Personal Honesty

Needs and fears create the foundation for our decision-making. How much direct correlation is there between money, wealth, fame, power and happiness?

Integrity

Consistency in behavior. We must know what our core values are. The foundation of integrity is morality. Define morality as how you treat another human being -- with dignity and respect.

Questions For Life

What do you want to be remembered for? Am I living a life I want to be remembered for? What are the leadership characteristics that you possess that inspires others to follow you? How do you motivate/inspire others?

Define Success

Success is the journey and that journey should be a reflection of who we are (personal honesty, integrity, accountability and core values). How do you define success? How do your key people define success?

Purpose

Do you have a sense of purpose? Do you matter? Always remember, you teach best in life what you want to learn the most.

The Foundation of No Excuse

- **Accountability**
- **Integrity**
- **Defining Success**
- **Purpose**

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Thesaurus: Your Staircase To Success

Totally Forgive

Self, Others, Environment. Lack of forgiveness is portrayed through behavior; those behaviors are destructive and lead to a break down in communication - efficiency - productivity - profitability / Behaviors: Drainoid, Self-Indulger, Abuser.

Have Self Esteem

Self Esteem is the self-respect that one has for themselves. It is earned not given. It is earned by acting on an understanding of core values, which in turn allows oneself to hold themselves more accountable and personally honest.

Elevate Your Attitude & Enthusiasm

Attitude is one's latitude and longitude in life. The first impression is critical.

Sustain Self Control

The first true test of one's core values, how do you perform under pressure? Professionalism is defined as emotional patience.

Always Be Honest / Always Dream & Set Goals

Goals - What do you look forward to?

Upgrade Your Knowledge / Understand People

There is a connection between the ability to communicate and level of success achieved. Knowledge is the fuel of No Excuse!

Remember To Honor Family & Friends

When all is said and done who truly defines how successful you have been?

Upraise Your Determination

Conflict between desire and risk. Learn to become more accepting than expecting, not accepting of behaviors that violate one's values, but accepting of what makes others wonderful.

Succeed and Balance Your Life

Be eager to go to work, and eager to go back home. Balance your life.

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Jay Rifenbary - Background

Jay Rifenbary is president of Rifenbary Training & Development, and author of three books including, “No Excuse! - Incorporating Core Values, Accountability and Balance into Your Life and Career”, “True To Your Core – Common Sense Values for Living Life to Its Fullest” and “Return To Your Core – Principles for a Purposeful and Respected Life”.

Jay is a professional speaker, trainer and consultant and for over 20 years has provided his expertise in the areas of personal & professional core value development, and principled leadership training to organizations, associations and schools in all 50 states, Canada, Puerto Rico, Europe and Asia.

Jay received his Bachelor of Science degree from the United States Military Academy at West Point, with a concentration in Nuclear Physics.

From being a former qualified Airborne/Ranger, Military Commander, Sales Professional, Corporate Manager and Entrepreneur, Jay brings a unique background of interpersonal skills and business experience to each of his training and speaking engagements.

Jay’s community leadership has included being a board member of the Saratoga Springs City School District Board of Education, President of the Board of Directors for the Friends of the NYS Military Museum, and continues to be a member of the 19th & 20th Congressional District Service Academy Selection Committee. Jay is also a columnist for the local Saratogian newspaper.

Jay has been an avid sports enthusiast all of his life and enjoys the challenges of biking, hiking, scuba diving, rock climbing, and downhill skiing. He and his wife, Noni, have two children Nicole 32 and Jared 29 and they reside in Saratoga Springs, New York.

Jack Canfield, Best Selling Author of “Chicken Soup for the Soul”, said of “No Excuse!” that, Jay has given the world a most generous gift. Anyone who applies the “No Excuse!” philosophy can create the life they want and make a difference.

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