

The Benefits of Beating Me

Closing the gap between our current level of success and our next level of excellence.

Michael Crain · Founder, Predictive Wins

15 June 2025

Whether in sales, operations, sports, or life, making measurable progress in reasonable time is the hallmark of those of us determined to get even better.

Over the years, we've had the privilege of collaborating with thousands of professionals across the globe. And while most share a common passion for continuous improvement, a few rise above the rest. They serve as icons of excellence, showing us what it means to never settle.

Leaders like Todd Nessler from SVC, Phil Garner from MBA, and Amy Abraham from Rio Tinto stand out not just for what they've achieved, but how they consistently push the boundary of what's possible.

Working alongside leaders like these, we've observed defining traits worth admiring, and emulating.

1. They Are Aware of the Dangers of "Good"

"Good" is comfortable. Familiar. But it's also the parking lot of potential, where we can get stuck in the rut of the status quo.

In sales, we can become good at prospecting, presenting, and closing, yet still settle for 'good enough' instead of striving for greatness. That same complacency often seeps into customer service, operations, and leadership. We get good at what works adequately, while falling short of what could work exceptionally.

As Jim Collins warned: Good is the enemy of great.

Top performers identify where they're good, and then double down to ensure they never stay there.

Action steps:

- What am I known for being good at?
- What strengths set me apart from my peers?
- How might that very strength be limiting my potential?

2. They Use Mental Mentors

Where we know we're good but not yet great, we must seek those who are ahead of us. Whether it's a mentor we meet with or someone we study from afar (books, podcasts, videos), the key is to observe, compare, and act on the gap.

Mental mentors give us a mirror and a map. They help us recalibrate, rethink, and retool our habits to reach the next level.

Action steps:

- Who is already outperforming me in this area?
- What would they do differently?

3. They Battle Themselves

This isn't about being self-critical. Self-care matters. But so does ambition.

If I had to beat me today, what would I do differently from yesterday?

It's not only about beating the competition. It's about beating the version of ourselves from the day before.

As our feet hit the floor in the morning, let's take a moment to appreciate our progress, then ask that question, and let it guide our daily decisions and create upward momentum.

Final Lap

Let's continue to appreciate what we've accomplished, but also remain obsessed with growth. Let's never settle for good, because good isn't good enough for us.

Let's keep pushing, learning, and outworking who we were yesterday. We weren't built for average. We're here to continuously enjoy the benefits of getting even better, becoming greater, and winning more.

Let's finish in first.



Let's talk.

The first call with Predictive Wins is free and runs twenty-five minutes.

No deck, no pitch. Scan the code or visit predictivewins.com.

