

THE 7 ETHICAL PRINCIPLES THAT DRIVE SUCCESSFUL LEADERSHIP

Adapted from
Grappling with the Gray
by Yonason Goldson

Ethics creates trust.
Trust inspires loyalty.
Loyalty generates passion.
Passion drives productivity.

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What are the elements of ethical leadership?

INSIGHT AND AWARENESS

A well-calibrated moral compass is the best guide toward a successful future.

COMMITMENT TO ACTION

The value of ideas and information is directly proportionate to their implementation.

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ETHICAL PRINCIPLE #1

Never disregard available information that might support either side of an issue.

Cherry-picking facts and skewing data is intellectually dishonest.

ACTION STEP #1

Evaluate information and informational integrity.

Protect against rational ignorance by seeking out all relevant information both supporting and opposing any position.

"The greatest conflicts are not between two people but between one person and himself."

~Garth Brooks

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ETHICAL PRINCIPLE #2

Facts and logic evaluated under the influence of emotion and personal bias lead to

- a) supporting unsupportable positions as credible and
- b) dismissing reasonable positions as unsound.

ACTION STEP #2

Check for emotional bias.

Protect against groupthink by engaging in civil discourse with those who hold opposing views.

"It is better to debate a question without settling it than to settle it without debating it."

~Joseph Joubert

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ETHICAL PRINCIPLE #3

Only through constructive disagreement and logical consistency can you build a community guided by ethical axioms and committed to ethical values.

ACTION STEP #3

Evaluate logical consistency.

Articulate your opinions so those who have not already bought into them can understand them.

Rearticulate opposing views to confirm that you understand them and are able to authentically represent them.

"I know you believe you understand what you think I said, but I am not sure you realize that what you heard is not what I meant."

~Robert McCloskey

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ETHICAL PRINCIPLE #4

The ethics of any action is not determined solely by its legality.

Ethical behavior requires the application of understanding and empathy.

ACTION STEP #4

Cultivate empathy through understanding.

Engage ideological adversaries on a personal basis. Learn about their back-grounds, their families, their interests, and their dreams.

Learn their stories, independent of their ideologies, and you will be less inclined to divide the world into “us” and “them.”

"You can only understand people if you feel them in yourself."

~John Steinbeck

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ETHICAL PRINCIPLE #5

Ethics requires

- a) **awareness** of both the short-term and long-term impact our behavior will have on the lives, livelihoods, and feelings of those who share our world.
- b) the consistent translation of that awareness into **action**.

ACTION STEP #5

Translate awareness into action.

Monitor your own responses, your language and style of speech, your behavior and ethical discipline. Solicit feedback from objective observers.

"Do you know why that engine can pull so many cars? It is because it contains the steam and channels it into pistons and wheels."

~Rabbi Abraham Mordechai of Gur

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ETHICAL PRINCIPLE #6

**You don't need to choose
between being good and being
successful.**

What is best for you is to live in a world you make better by promoting ethical values and modeling ethical behavior.

ACTION STEP #6

**Recognize that acting ethically is
in your own best interest.**

Anticipate how others would like you to act toward them and do so. Define yourself as a force for good and a source of positive inspiration.

"Joy can be real only if people look upon their life as a service, and have a definite object in life outside themselves and their personal happiness."

~Leo Tolstoy

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ETHICAL PRINCIPLE #7

Like any other discipline, ethics must be studied at the feet of masters.

There is no substitute for human interaction with people of quality.

ACTION STEP #7

Learn from a mentor.

Seek out models of virtue in articles, books, interviews, or videos – but especially face-to-face.

"You are the average of the five people you spend the most time with.."

~Jim Rohn

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Stop looking for short-cuts,
loopholes, and justifications to
circumvent the spirit of the law.

Seek out the humanity in those
with whom you disagree.

Demand the same intellectual
integrity from yourself that you
demand from others.

Don't try to justify your pre-
conceptions. Try to discover the
truth.

Recognize how bettering yourself
better the world, and how living in
a better world makes for a better
life.

When you do, you set yourself on a
course to attain the life of success
and happiness you've always
dreamed of.

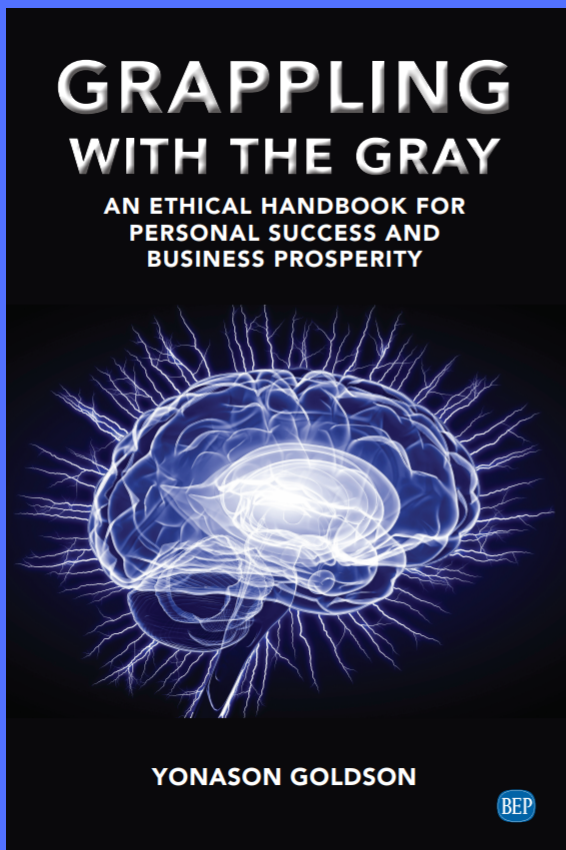
"Knowledge of what is possible is
the beginning of happiness.."

~George Santayana

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“This is a remarkable book – full of engaging case studies on a wide range of topics and full of practical wisdom.”

—Joseph L. Badaracco, Harvard Business School Professor of Ethics and author of *Defining Moments*.

Simply stated, a business culture driven by profits at the expense of values is destined to fail. Research shows that companies ranked highest for ethics grow significantly faster than average.

Work environments are more pleasant. Employees are more satisfied, engaged, loyal, passionate, and productive. Turnover costs are lower. Brand image shines. Cultivating a culture of ethics is the time-tested formula for spectacular success.

This collection of case studies, and the discussions that follow them, offer the opportunity to develop the ethical mindset that will enable you to see the bigger picture, engage in civil debate, and work effectively toward consensus.

For more information, click here.



Yonason Goldson is a keynote speaker, executive coach, TEDx presenter, and community rabbi, as well as a repentant hitchhiker, recovered circumnavigator, former newspaper columnist, and retired high school teacher in St. Louis.

Applying ancient rabbinic wisdom to the challenges of the modern, secular world, he works with leaders to create a culture of ethics that will inspire their people to go above and beyond.

His ethics keynotes and coaching programs combine entertaining stories, powerful lessons, and practical case studies that demonstrate the ROI a culture of ethics will have on employee satisfaction and retention, brand image, and profitability.

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