

PURPOSE

# INTEGRITY AND RESPECT



VIDEO  
TRANSCRIPT  
THREE



**COACHING ACADEMY SPECIALIST**  
Where Small Businesses Grow

## Video Transcript Three

### Integrity And Respect

To help you recognise and identify the core values that will be applicable and suitable for you, that'll match your values, we've identified six of the most popular core values and divided them into three modules. As we now continue with the core values, the next two important ones are Integrity and Respect.

#### **Integrity**

With integrity, we're talking about being absolutely trustworthy in a whole bunch of areas, not least of which is our sense of loyalty, our sense of respect, and our regard for other people, and our word is so crucially important, that people always know where they stand with you.

They may not be thrilled with what you say, they may not always agree with what you say or do – but that can always say, “That lady or that gentleman has integrity.”

It means you're always trusting, they can confide in you, they can feel comfortable with you, they can share personal stuff with you, they can share confidential information with you, and they don't have to say, “Keep it a secret” because they know that that's as far as it will go.

#### **So the company's integrity has huge importance**

In managing and looking after staff, the supervisor or Manager must be recognised as a person of genuine Integrity. When a manager is attempting to motivate and inspire their staff to greatness, they will frequently acknowledge or suspect that there is something going on in the mind of the employee.

#### **And a good manager or supervisor will find themselves being confided in because they have integrity.**

Depending on the profession or the business you're in, it might be also incredibly important to your customers that they would want to keep in confidence the fact that they're even dealing with you or your company. They most certainly may not want the type of dealings with you to be publicly known.

This may not be a Core Value that you're going to stand up and talk about. Your customers will just know and feel comfortable that this is a man and this is a company who ooze integrity.

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### Integrity and Respect/Continued....

#### Respect

Respect for whom? Respect for all and sundry irrespective of their title or the position or their status in the company; that you have equal respect for everybody and that it is common ground. And then once again, that'll start at the top where the chief executive will respect all the people working in the organisation; respect them for their values, respect them for their ethics, respect them for their commitment, respect them for their contribution, respect them for their failings, respect them for their shortcomings, and help them to develop.

**So it's having that respect, will inspire and motivate managers, supervisors, and directors of the company to bring people along by paying due respect.**

And with that respect, that will again be contagious in that you'll find each member of the staff will equally be respectful to their colleagues, respectful for their strengths and their weaknesses, respect for what they can do that's really good, that's exceptional, that might deserve some recognition, and respect for some people who are not so good at certain things without demeaning them or demoralising them or frowning at them or being cynical about them.

**Pay respect, just like how you'd like to be respected yourself. And even if you don't value it enormously yourself, at least give the respect to others. It's hugely important.**

## Video Transcript Three

### Integrity And Respect/Continued....

And with that, you'll find that once staff are respectful amongst one another, that they'll try and do the same thing, they'll be equally respectful to the customers. And not just to the customers; to the people who make inquiries.

Frequently, you'll see an organisation where the staff are incredibly smiley and very friendly with somebody who walks into their store or gets on the phone or approaches their organisation with an inquiry.

But when that person who made the inquiry has indicated that they're not going to buy anything, very often the smile turns to a frown.

**This is a complete lack of respect for the person you've just dealt with.**

Respect is to respect people's decision, respect their opinions, respect them particularly when they say no or disagree with us. Because with a bit of luck, they might come back another day.

**So respect is a huge issue and a very important core value.**

**DON'T FORGET TO WATCH THE  
"INTEGRITY AND RESPECT" VIDEO.**