

WORK BOOK THREE



# INTEGRITY AND RESPECT

**LEARN HOW TO CREATE INTEGRITY**

**AND RESPECT FOR YOUR BUSINESS**



**COACHING ACADEMY SPECIALIST**  
**Where Small Businesses Grow**

## Core Values

### Integrity And Respect

*“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.”*

– Steve Jobs, Co-founder, CEO, Chairman Apple Inc

#### What Are Core Values?

Core values are part of a company's DNA. They define what an organisation stands for, highlighting an expected and ultimate set of behaviours and skills. A company's values lie at the core of its culture. Values are fundamental, enduring, and actionable.

Driving priorities and decisions, values help determine how a company spends its time and money. The actual values of an organisation are determined mainly by where it invests its resources and how its employees behave, not what the leader says or what's posted on company walls.

When properly executed at the leadership level, core values play a fundamental role in attracting and retaining talented employees, making difficult decisions, prioritising resources, reducing internal conflict, differentiating the brand, and attracting the right breed of customers.

#### Why Your Company Needs Core Values.

Human capital is the lifeblood of today's enterprises. Attracting top talent in a fast changing global marketplace and retaining them takes more than high salaries and benefits packages. Talented people want to work in environments where they can develop and thrive. Top performers seek out organisations with values that match their own.

## Integrity And Respect/Continued

As a consequence, the importance of a company's culture is becoming more apparent. Numerous research studies have highlighted that corporate culture is a primary driver for innovation.

- A commitment to sustainability and to acting in an environmentally friendly way. Companies like "Shell" have environmental sustainability as a core value.
- A commitment to innovation and excellence. Apple Computer is perhaps best known for having a commitment to innovation as a core value. This is embodied by their "Think Different" motto.
- A commitment to doing good for the whole. Google, for example, believes in making a great search engine and building a great company without being evil.

For your company's Core values to have any merit and credence, you will need to choose from the following list the ones, that are right for you or your organisation:

- |                         |                                  |
|-------------------------|----------------------------------|
| 1. <b>Teamwork</b>      | 8. <b>Competence / Knowledge</b> |
| 2. <b>Communication</b> | 9. <b>Accountability</b>         |
| 3. <b>Respect</b>       | 10. <b>Community</b>             |
| 4. <b>Integrity</b>     | 11. <b>Creativity</b>            |
| 5. <b>Honesty</b>       | 12. <b>Diplomacy</b>             |
| 6. <b>Safety</b>        | 13. <b>Success</b>               |
| 7. <b>Attitude</b>      | 14. <b>Diversity</b>             |

## 12 Reasons Why CEOs Should Take Core Values Seriously

1. They can set a foundation for the organisation's culture.
2. They can improve morale and can be a rich source of individual and organisational pride.
3. They can align a large group of people around specific, idealised behaviours.
4. The values can guide difficult decisions by determining priorities in advance.
5. The values can help positively influence how employees interact with one another.
6. The values can help you attract, hire, and retain the right type of employees.
7. The values can help you assess performance (both individually and organisationally).
8. They can help prevent conflict and mitigate conflicts that do arise.
9. They can help you improve innovation.
10. They can help differentiate your brand in the minds of your customers and partners.
11. They can impact how the organisation serves its customers.
12. They can help you attract the right breed of customers.

## Integrity

**Honesty and Trust Are integral to the definition of Integrity as a core value.**

Integrity is the hallmark of a person who wants to demonstrate sound moral and ethical principles and is the foundation on which sound relationships are forged.

Relationships based on honesty with employers, colleagues, suppliers and shareholders.

Staff who demonstrate integrity attract like-minded, principled and reliable people to them.

The business owner who, in difficult and challenging times takes the trouble to communicate the company problems rather than keep everyone in the dark is frequently recognised as a person of integrity.

The departmental manager who volunteers that the current problem was due to his or her poor judgement, will often win the respect of the team because of their integrity in revealing the truth.

The employee rushing to park their car accidentally managed to make a scuff mark on the next car in the staff car park. They sought out the owner to apologise and was surprised to find that the owner was the HR Manager who saw what happened from her office window. The integrity of the employee paid big dividends.

The HR Manager had to draw on their in-built integrity when they received a 'Bullying' complaint regarding a departmental manager who happened to be her spouse.

The Sales rep was asked if the product performed a particular task and had to check with the Production team. Notwithstanding the fact that a huge sale was dependant on the answer he or she had to reply that this particular capability had never been considered before and had to admit uncertainty.

Integrity is not a core value that is employed for demonstration purposes, it has to be in your DNA and is always clearly in evidence.

## Respect

- It is our obligation as professionals to treat our customers and one another with dignity, consideration and mutual respect. A caring approach enhances good relations and stimulates a supportive atmosphere at work.
- Personal and professional integrity is our guiding value in all that we do. With honesty, loyalty, respect, and high ethical standards paramount in our performance.
- We honour commitments, acknowledge legitimate differences of opinion, and accept decisions reached with integrity.
- We are dedicated to high ethical and moral standards and uncompromising honesty in our dealings with our customers, suppliers and each other.
- We will protect the public trust by ensuring that our actions are consistent with our vision, mission, and core values. We will promote honesty and ethical behaviour and deliver the highest level of customer service available.
- Always live by the "Golden Rule." Respect others regardless of title or position. Always acknowledge one another. Listen; even if you have a different opinion. Different does not mean wrong; respect individual differences.

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