8 Keys of Excellence

**Live in INTEGRITY**
Match your behavior with your values by demonstrating your positive personal values in all you do and say—be sincere and real.

Integrity is about living what you value . . .
- If you value honesty, be truthful.
- If you value keeping your word, follow through.
- If you value being fair, do what you expect others to do.

Your identity is who you are. Your integrity is an expression of who you are. Think about these questions . . .
- What do you value?
- How do these values show up in your life?
- Do your current actions support your values?

**First define your values, then match your actions with your values**
Integrity is first about knowing yourself—knowing your values, your desires, your talents, your dreams—and then being true to yourself by living your values in all your actions and interactions. Integrity is *behavior that matches your values*.

A lot of people simply act as they feel like acting, then find some justification—any justification—for why they did what they did. Their actions are largely unconsidered. Highly successful people, in contrast, use their values to steer their actions. They reflect, and then act. Their values motivate their actions, because they choose their actions to harmonize with their values.

Check your motivation—can you be honest enough with yourself to really admit why you’re doing something? Is it really a reflection of your values, or a reflection of what you want at the moment?

When your actions are aligned with your values you become more sincere, more who you are—more real. And having a clear picture of your values helps you set goals that are
consistent with your values. Together, your values and goals bring a sense of passion and purpose to your life—and more fulfillment.

**When you live with integrity, it'll show**

Choose your behavior to reflect your values, and you'll move through life with authenticity, sincerity, and wholeness. When you live with integrity, it'll show. People will trust you, almost instinctively. They'll think of you as a person of your word. You'll be known for your strong character. When you live with integrity, you'll enjoy a clear conscience. You'll be filled with good feelings about yourself. Those good feelings will pour into everything you say and do. Integrity fosters trust and respect, the cornerstones of good relationships—and good relationships are vital to success in all areas of life.

**I do the right thing**

**even if no one is watching!**