A LEADER’S CREED

I will always start with the end in mind, and remember that my real job is to effectively lead others, honestly create value for my enterprise and make the world a better place through my actions.

I will do my very best to apply the things that I know to be true and will “do the right thing” in all my transactions so as to be respected by others and guard my self-respect.

I will be a person who creates clear vision.
I will think strategically and look at the “big picture” in serving my customers, employees, stakeholders, family and community.

I will work hard to make my enterprise both effective and efficient in achieving results, and I will do my level best to make it easier for people to get things done and feel appreciated, respected and empowered.

I will not confuse being busy with being productive.
I will stay focused on the results that need to be achieved and the daily actions that drive these results in every area of my life.
I will not waste time; mine or that of other people.

I will remember that good relationships are more valuable than gold, excellent listening skills are critical in every area of my life, and that my attitude will always have a profound effect on others and outcomes.

I will use my talent, time and treasure to serve my family, friends, and community and will always look for the good in others.
I will work hard to maintain balance in every area of my life and practice continuous improvement both personally and professionally all my days!

I will live my career without regrets, making the most of every day!
I will always remember that life, health, work, a paycheck, people, leading and learning are all blessings that must never be taken for granted!

Clinton O. Longenecker, Ph.D.