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.
WHAT IS YOUR “LEADER’S CREED?”

Instructions: In the space provided below, write out at least seven (7) specific things that you believe about great leadership that need to be part of your LEADER’S CREED. This is just to get you thinking and give you something to build on as you develop and refine your personal creed!

1. ______________________________________
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