

The 10 Commandments of Respected Leaders

1. *Thou Shalt Win Hearts.*

The ultimate goal is always to win the hearts of both your employees and your customers. Few great causes or noble endeavors have been accomplished by a rational presentation. People respond to the whispers of their heart. And since the seat of motivation is the heart, we must start first by winning over hearts. Where the heart goes, the feet will follow.



2. *Thou Shalt Add-Value*

Our value to the organization is based on the size of the problems we can solve, the situations we transform and the opportunities we seize. You may talk a good game, but games are won on the field, not in the locker room. It is all about execution. And how you do what you do, is as important as winning the game, so pay attention to execution.

3. *Thou Shalt Put People First*

People should always come before profits. Develop and pay attention to your people so they can pay attention to your products and services. If you keep first things first, then everything else (trust, respect, loyalty and profits) will surely follow.

4. *Thou Shalt Value Everyone*

Remember, no one has all the answers. Success in today's global village calls for valuing both diversity in input and perspectives. Inclusivity is not only a good tactic; it is also the right strategy for winning in a competitive and diverse marketplace.

5. *Thou Shalt Praise and Reward.*

Both psychologists and coaches confirm that behavior tends to repeat when it is rewarded. Labor without rewards, just like taxation without representation, will end in revolt. When praise and rewards are freely given, people are energized and engaged and feel a sense of loyalty that spurs them to give more of themselves.

6. *Thou Shalt Never Cease Learning*

The shelf life of knowledge in the 21st century is approximately 2 years. To be the best that you can be requires a curiosity and a commitment to lifelong learning. Develop a passion for books, people and things that stimulate your mind and your aspirations.

7. *Thou Shalt Not Fear Failure*

Pressing towards greatness has nothing to do with perfection. Learning what doesn't work can be as valuable as knowing what does. Henry Ford was famous for saying, "Failure is the opportunity to begin again, more intelligently". The secret to success is often hidden in your greatest failure.

8. *Thou Shalt Create Emotional Energy*

Creativity and innovation energize people with positive emotional energy. Without stretching and achieving, self-esteem and pride will diminish and growth will vanish. Provide your employees with an environment that stresses creativity and rewards going beyond the status quo.

9. *Thou Shalt Associate Wisely*

Choose your associates carefully. After a five year period, you become a composite of those with whom you have spent the most time. Good seeds will always be overrun and stifled by weeds. "With whom you go" is more important than "where you go" when it comes to living a successful life.

10. *Thou Shalt Have Integrity.*

Integrity has now become the litmus test for continued employment because dishonesty can not only affect the bottom line, it can also destroy it. And there is no substitute for it. Without trust and respect, success will be shallow and short-lived.

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