

embrace
integrity

INTEGRITY: A HALLMARK FOR SUCCESS

True, integrity is about moral uprightness and honesty. More than just a mere term however, integrity should be seen as a holistic concept either on a personal or across our entire businesses (small, large, medium, public, private, Government and not-for-profit). We tend to only focus on the outward part of integrity where we spend so much money and time on a consistent approach to facilities, decor, colour, dress and branding. Yet it goes beyond the physical. As individuals, it must from be an internal process of internalizing integrity. We need to ensure that we speak from the core of our hearts and follow through with what ever promise or commitments we have given to people. Across organization, integrating both internal (operational) and external (customer facing) is the number one hallmark of success in the digital age. In other words, brands must always be represented and presented in the same way so as to build a strong identity and personality.

Integrity is making our values, goals, messages and priorities align so that our message stays consistent and not mixed. Integrity isn't easy, but those brands and associates that follow the definition definitely succeed. Success without integrity really isn't success at all. Integrity is long-term and those taking shortcuts, cutting corners and bending rules can't make it long term. Note however that this does not mean you don't save time by doing things quicker and being more efficient with time. Integrity, however, helps make it a top priority that we leave a lasting impression in the heart of people or your customers.

People will remember most for what you say but by how you treat them. And how you treat people is a function of the integrity you carry inside of you. Those with integrity keep their word, even when it hurts. Integrity is making values-based decisions, not decisions based on personal gain. No one is perfect, we all make mistakes, but those with integrity admit their mistakes and do what they can to right the wrong. Leaders with integrity are more concerned about their character than their reputation. Your reputation is merely who others think you are, but character is who you really are.

Integrity is paramount for good leadership – it's a given. In making promises and declaring our intents, Jesus advised, "let your communication be, Yea, yea; Nay, nay" (Matthew 5:37 KJV). By doing this our integrity is built and solidified. We do what is right before men and God (John 14:6). Ultimately, through our integrity, God will uphold us (Psalm 41:12).

Reflection points for this week

Have you been confronted with a situation where what you said was false or your presentation has false information? How did you handle the accusation? Those moments can help build our integrity as we respond with sincerity and honesty, admitting our wrongs and making amends. Integrity is communicating truthfulness from our heart. We allow what we say to be truthful and valid. People can trust us and believe in us. It is not that things will not change but prior to and during change, we can communicate still. Integrity is hard to build and can easily be crushed. But we can rebuild it again by starting today. Clear yourself of falsehood. The way you present yourself and your conduct. Let everything align to your true purpose. Observe how your integrity grows.