

# HOW TO BE EXCEPTIONAL — IN AN — AVERAGE WORLD

**Session 5 – 10/6/05**  
PERSONAL VALUES AND  
PROFESSIONAL ETHICS

## PUTTING IT TO WORK:

1. Identify your core values.
2. Place your values on your desktop.
3. Strain all decisions through your values grid.
4. Resist the temptation to sell your soul.
5. Value character more highly than compromise.

## INTEGRITY:

The quality or state of being of sound moral principle

### **Daniel had integrity:**

1. He stood out in the crowd.
2. He was predictable.
3. His allegiance was to a higher standard.
4. He was willing to risk professional alienation.
5. He accepted the cost of his stand.
6. He eventually succeeded.
7. He influenced the world around him.

## RESOLUTION:

I will become exceptional by defining and following a personal moral code that will establish the basis for a life of integrity.

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