

**10  
COMMANDMENTS  
OF  
ETHICAL  
LEADERSHIP**

The Secret to Becoming a  
**Trusted and  
Respected Leader**



SECRET

## EARN TRUST AND RESPECT, AND UNLEASH YOUR LEADERSHIP POWER TODAY!

Excellent leaders bring different talents to the table, but the one character trait they all share is **integrity**. Because of their work ethic, we trust, respect and follow them. This is their competitive advantage.

How's your track record as a leader? Do you have a history of leading dynamic, high-performing teams, or are you more used to unresolved conflict and low morale? If the latter jumps more quickly to mind, then it might be time to take a look at who you are as a leader. In other words, what is the ethical foundation on which you have built your leadership style? What directs your thoughts and guides your behaviours?

*"We each have different gifts... if it is leadership, let him govern diligently." Romans 6*

If you are a leader of people, it is your duty and responsibility to do it in an upright and honest manner. Make no mistake – ethics is not about being perfect or never making an error in judgment. But it is about doing the right thing for the right reason. Be diligent - show care and persistence in your duties.

The 10 Commandments of Ethical Leadership helps you achieve success by identifying the critical principles for being a trusted, respected and powerful leader. For some it may help identify an area that needs strengthening, while for others it may serve as a full-fledged leadership development plan. For everyone, it's a confirmation of how to do the right things right.

## S.A.M. – STRATEGIC ALIGNMENT MODEL

For those who are interested in strengthening their skills as an ethical leader, meet S.A.M., your new best friend.

S.A.M. takes the 10 Commandments, which are the keys you need to unlock your leadership potential, and groups them into strategic steps that will allow you to systematically improve your leadership capability. Begin at the beginning, and work your way through the model. Once you reach the end, begin the process again based on your new place of understanding. As a systematic cycle, you can use, and re-use, S.A.M. to help keep you on a path of perpetual growth.

There is a key dynamic to notice about S.A.M. Three of the strategic steps are about you, and only one is about others. That may seem like a paradox, but it is true that if you can't lead yourself, you can't lead anyone. If you are strong in self-leadership, you can successfully manage anyone, any time, in any situation.



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## S.A.M. – DEFINE YOU

### I Develop A Vision

*“The most pathetic person in the world is someone who has sight but has no vision.”*

*⌘ Helen Keller*

Do you have a clear direction for your people, or are you wandering in the desert with no particular place to go. People are not interested in following someone who’s just taking a walk. They want to tag along with someone who’s going somewhere. Your ability to define, articulate and breathe life into your vision will significantly impact your ability to mobilize your team to action.

The first step is for you to be able to define it. What burns in your heart? If you could accomplish only one thing with your life, what would it be? If you had only a few months to live, how would you spend your time? What is the legacy that will make your life and existence on this planet, worthwhile? What’s your contribution to the human race? Some tough questions, so take your time to answer them.

A vision takes time to develop, and it must come from your heart. When you live your passion and lead from your heart, you’ll never have any shortage of people willing to follow you.

### II Characterize Integrity

*“The time is always right to do what is right.”*

*⌘ Martin Luther King Jr.*

When you lead with honesty, guided by good values and strong moral principles, you are more secure in your decisions. It’s like having a rulebook that gives you guidance when times are tough. It’s easy to steer a straight course in calm weather. It’s during the storms of life that we need that stabilizing rudder. So get your rudder in place – identify the parameters of your character, then build upward from that foundation.

Your rudder is made up of your values, your beliefs and knowing what you will and won’t do. It’s knowing what you stand for and having the intestinal fortitude [a.k.a. guts] to stick to it when the going gets tough. Defining your values and character also gives you consistency in your actions. It is consistency that your people will trust and rely on.

### III Lead The Way

*“Well done is better than well said.”*

*⌘ Ben Franklin*

Every leader leads by example. The question is whether it's a good example. No matter where you are, or what you're doing, someone is always watching. Your actions will say more about your character than volumes of words you might speak. But your words and your actions have to match in order for you to be trusted and respected.

An ethical leader is often the first one to step out. We must have the courage to take that first step, even when we appear alone in our commitment. But as it is with many things in life, others will quickly fall in line when someone makes that courageous first move.

Remember, if they don't trust and respect you, they won't follow you. People respect you for who you are. They trust you for what you do.

## S.A.M. – DEVELOP YOU

### IV Esteem Insight

*“What lies behind us and what lies before us are small matters compared to what lies within us.”*

*⌘ Ralph Waldo Emerson*

We are each given different gifts and talents in this life, and it's up to us to discover them, develop them and use them to the best of our ability. But for many of us, the discovery part is difficult.

One reason is that it often takes some deep self-examination, and this can be uncomfortable, or even downright scary. But to be strong ethical leaders we must understand and believe that insight into our own character strengths and weaknesses is critical. We must be open and available to looking through the window of our lives, and from there we create our greatest opportunities for growth. We are often in the position to do this for others as we coach our people to reach their full potential.

Your words are more powerful and your advice bears more fruit in others, when they see that you are also willing to do this same thing for yourself.

## V Love Learning

*“Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young.”*

*⌘ Henry Ford*

In today’s world, information is available on any topic, at the touch of a button. There is such an abundance of information available today that it is impossible for any one person to know everything. Only an arrogant leader believes they know all they need to know and that they have nothing left to learn. Arrogance in the heart of a leader will stop an ethical walk cold.

The accelerated speed of change that is present in every industry demands that we be ready, willing and able to innovate every aspect of our business – and that’s if we just want to stay in the game. An ethical leader eagerly embraces the opportunity to learn new things – regardless of what form the teacher takes.

Take the steps to understand your preferred learning style so you can learn faster and retain more. Then seek out these types of learning experiences and you’ll find that learning becomes a newfound love.

## VI Guard Your Heart

*“Success is going from failure to failure without losing your enthusiasm.”*

*⌘ Abraham Lincoln*

Doing what is right will sometimes ruffle feathers, go against the grain, and put the spotlight on others who might prefer to stay in the shadows. When this happens, you will be the target for their retaliation, and some days it will be a heavy burden to bear.

As trite as it may sound, don’t take it personally. More specifically, don’t take the words and opinions of others ‘to heart.’ Hearing and acknowledging words of others doesn’t automatically mean you have to agree. Thank them for trusting you enough to share their honest opinion [that’ll confuse them for a while] and walk away – emotionally and intellectually. Detach yourself from the words, and the emotions they stirred for you, and take with you only the learning.

Mother gave sage advice when she warned us not to believe everything we hear. Guarding your heart means that you only let in, and believe, what you choose to, and not necessarily everything you hear.

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## S.A.M. – DEVELOP OTHERS

### VII Invest Wisely

*“The dictionary is the only place success comes before work.”*

*⌘ Vince Lombardi*

Anyone who has held any kind of leadership position knows that with any measure of success, there is a price to pay. How you invest your resources, your personal resources, will have a great effect on your results.

Time is precious and is one of your most valuable tools. As a leader, particularly an ethical leader, you may need to make some different choices about how you spend your time, and in particular, who you spend it with. Invest time with your people and with your important projects. If you find yourself constantly fighting fires, this is a good way to begin to break that cycle.

We also ‘spend’ our energy in a variety of other ways. We talk about time in terms of ‘spending’ it. It’s about time you start investing, instead of spending, and ensure you’re getting a profitable return.

### VIII Exercise Humility

*“A great man is always willing to be little.”*

*⌘ Ralph Waldo Emerson*

What does it really mean to be humble? It means to not think too highly of yourself, to not put yourself on that pedestal with pride or arrogance, and to think of others as being valuable. Humility is not about bowing down or being weak, timid or passive. You’ve worked hard to get where you are today. Don’t ruin your reputation by treating people poorly that occupy the ranks below.

Treat everyone with respect, and value the contribution of every person - front office and back. Then make sure they know you value their contribution. Don’t be afraid to get into the trenches yourself. Don’t expect people to do their best for you if their job is a task that you deem to be ‘beneath’ you. Like our physical body, EVERY part is useful no matter its size, visibility or prestige.

## IX Leverage Loyalty

*“A leader is not an administrator who loves to run others, but someone who carries water for his people so they can get on with their jobs.”*

*⌘ Robert Townsend*

If you were to synthesize your duties as a leader, it would be to serve your people. If you don't work for them, they won't work for you. Some companies are smart enough to invert their organization charts and put the big guns at the bottom, and the customers and those who directly support them at the top – where they belong. But do they live that structure in their heart?

Your job as an ethical leader is to build a level of trust in your people so they believe, without a shadow of a doubt, that you are there for them, no matter what. Loyalty is a direct manifestation of the amount of trust and respect you have earned. Loyalty exists only in combination with strong relationships.

As a leader, building strong relationships should be your #1 priority.

## S.A.M. – BELIEVE

### X Believe

*“It is a funny thing about life; if you refuse to accept anything but the best, you very often get it.”*

*⌘ Somerset Maugham*

Belief is what sets ethical leaders apart from all others. They understand it is a universal and powerful force, and that it can be used to turn around any situation.

You must believe in yourself and you must believe in your people. Having faith in someone or something is an undeniable advantage that beats all odds. What is the foundation of your faith? From where do you draw your inner power? Faith is not mystical – it's a choice. Fate does not drop down from the sky – you choose your destiny each and every day.

The life you have today is a culmination of the choices you made yesterday. Even no choice is a choice. So know who you are, and choose wisely.

There you have it – the secrets of success have been unleashed. Now it's time for you to choose what you will do with this newfound knowledge. Choose the one area that you would most like to strengthen and start there. By following these 10 Commandments of Ethical Leadership you will be well on your way to becoming a trusted, respected and powerful leader. Then there will never be a shortage of those wanting to follow you. This will be *your* competitive advantage. ✂

### Action Plan:

The greatest insight I have gained as a result of reading this report is:

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One action I will take to improve my skills as an Ethical Leader is:

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