

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.

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WHAT IS YOUR “LEADER’S CREED?”

Instructions: In the space provided below, write out at least seven (7) specific things that 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. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

