

Values & Integrity Defined

It's prudent to begin with defining "Integrity", as it is often a misunderstood and misinterpreted word...

Integrity is the bundled 'package' of Values (or principles) that dictate conduct and reflect beliefs through behaviors. There exists in each of us a package comprising our "Personal Integrity"; and where an organization *practices* values, there exists a package *defining* its "Corporate Integrity." In either event, whether from a personal or corporate perspective, Integrity always exists at some level, as it is the very thing for which you become known.

- **Personal Integrity** is two-dimensional:
 1. 'Core Values' (the "*intangible* DNA" unique to you – your core beliefs); Core Values represent the basis of how you approach life and exemplify the very fiber of your being. In other words, core beliefs dictate who you are and what you're about.
 2. 'Personal Values' (the "*tangible* DNA" you display – your personal behavior); Personal Values represent the principles you live by that are complimentary to your Core Values. In short, your Personal Values are demonstrated in your day-to-day behaviors and actions.

- **Corporate Integrity** is one-dimensional (the foundation of Corporate Culture / "Branding"):
 1. Corporate Integrity is simply the standard of behaviors most prevalent in the organization's people. An organization achieves and displays its Corporate Integrity at some level (whether desired or not), as it is, in fact, the result of the collective behaviors of the individuals comprising its roster. Organizations that outwardly and knowingly establish Values, and define the accompanying behavioral expectations, are simply making an individual "call for action" to demonstrate Personal Integrity that is in-line with the organization's desired Value culture.

An organization desirous of achieving a Corporate Culture "by Design" must first investigate and understand the primary requisite component: Achieving a roster comprised of individuals whose Personal Integrity is in-line with the organization's philosophical approach to conduct (Corporate Integrity). There will always exist a level of quasi-corporate integrity, whether an organization desires it or not, as what an organization becomes known for is the overriding culture formulated through its collective individuals.

There is a common misconception that, if one has Integrity, it is always representative of good and righteous beliefs, actions and behaviors, as opposed to bad or evil beliefs, actions and behaviors. The point of clarification is this: an individual who has Integrity is one who steadfastly adheres to their unique 'package' of Core Values and Personal Values. Hitler demonstrated the utmost in Integrity, albeit misguided, as he consistently practiced and clearly displayed an unwavering commitment to '*his*' Personal Integrity.

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