

## **Integrity = Success**

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In today's world, where each successive day brings a new story of corporate greed and thievery, you might be surprised to find the connection between integrity and success. Dr. Tom Stanley, in his book *The Millionaire Mind*, set out to find out what characteristics decamillionaires (those with investible assets of \$10 million or more) had in common. The number-one indicator of success was integrity.

The best definition of integrity comes from authors [James Kouzes and Barry Posner](#) - consistency between word and deed.

Character and honesty are often used synonymously for integrity. People do business with people they trust. As a young professional, here are five key things you can do to ensure you act with integrity.

- 1) **Determine what your core values are.** List them in order of priority from first to last. Then use those values to operate your business.
- 2) **Communicate and define each value to key stakeholders.** If you assume someone knows what honesty means, you may be surprised.
- 3) **Put in place accountability systems to ensure that what you expect to see in terms of values gets measured.** Set high expectations and be uncompromising in standards.
- 4) **Celebrate the core values when you see them in action.** Honor those who have caught your vision of integrity and who walk the talk.
- 5) **Have a resolution strategy planned in advance.** Everyone, at some point, will fail to walk the talk. Trust is built on the foundation of the actions you take when you fail to hold up the values you've set for yourself and your business.

Make integrity your number-one goal, and you will be known as someone people can trust!