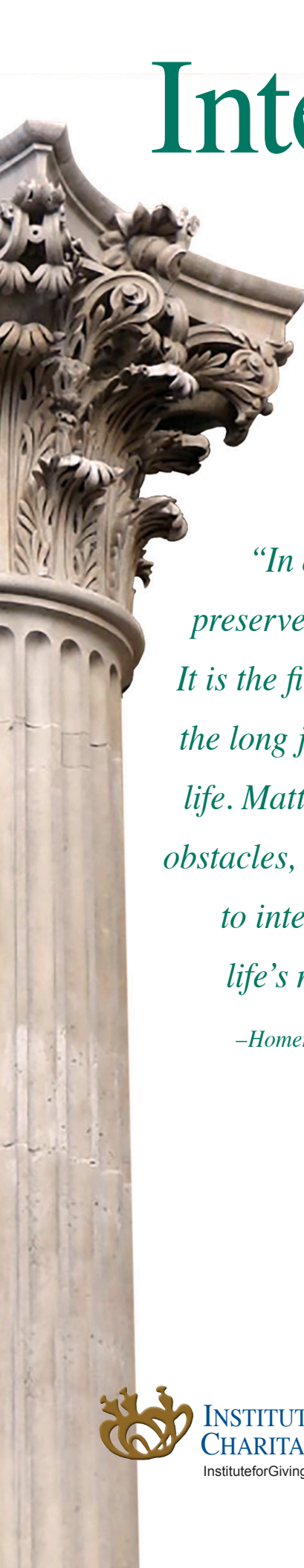


Integrity is Everything



*“In all things,
preserve integrity.
It is the first step in
the long journey to
life. Matter not the
obstacles, stand fast
to integrity. It is
life’s measure.”*

—Homer, The Odyssey

It requires scourging moral courage, magnetized by a fervor to an ideal. The complete person is a union of unswerving integrity, pulsating energy, and uncompromising determination. And the greatest of these is integrity.

Integrity cannot be bought and it cannot be measured in money.

It is a requisite in determining the fiber and character of an individual and an organization. Integrity mandates that there be no twilight zone. Something is either right, or it is wrong. Black, or it is white. There is no in-between.

In an organization, integrity permeates every aspect of its activity.

It propels a singleness of purpose, purged of compromise or the search for material gain. Some objectives change continually, sometimes overnight. But the integrity of an organization alters not— not with time, or mood, or circumstance.

Integrity demands unchanging principles, rigorous standards, unshakable discipline, towering dedication. Always. A devotion to what is right and honest and just.

The measure of an organization is not recorded in its volume, its activities, or its growth— although integrity actuates all of these. But growth can change, flow and ebb with the tides of time. Integrity requires the spirit, heart, and zeal of audacious leadership. With integrity, an organization can achieve all great things. Without it, the organization is without an ethical rudder or a moral compass— drifting aimlessly without focus or direction.

Integrity is the thread that binds the organization’s vision to its mission. It is the basis of an organization’s convictions, its standard of action.

Its presence is critical. For the organization, integrity demands total loyalty from all, devotion to cause, a dedication to mission, a determination unflagging.

In an organization, the beacon of integrity must burn with brilliance— because it lights the way for all activities and actions.

Morals. Ethics. Standards. Integrity. From these flow a torrent of values. Deeds, not words. Not what you say you are. It is a clear case of what you actually do that speaks with such deafening impact.

Honesty isn’t the best policy. It is the only policy. An organization must pay the price. And the price is always work, resolve, self sacrifice. A riveting obsession to a supreme purpose. And integrity that is unyielding and unending.

A rigorous test, this. For an individual and an organization, integrity isn’t a sometimes thing. Integrity is everything. j.p.



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