

## **The Five Principles of Ethical Power for Individuals**

1. Purpose: I see myself as being an ethically sound person. I let my conscience be my guide. No matter what happens, I am always able to face the mirror, look myself straight in the eye, and feel good about myself.
2. Pride: I feel good about myself. I don't need the acceptance of other people to feel important. A balanced self-esteem keeps my ego and my desire to be accepted from influencing my decisions.
3. Patience: I believe that things will eventually work out well. I don't need everything to happen right now. I am at peace with what comes my way!
4. Persistence: I stick to my purpose, especially when it seems inconvenient to do so! My behavior is consistent with my intentions. As Churchill said, "Never, never, never, never give up!"
5. Perspective: I take time to enter each day quietly in a mood of reflection. This helps me to get myself focused and allows me to listen to my inner self and to see things more clearly.

## **The "Ethics Check" Questions**

1. Is it legal?  
Will I be violating either civil law or company policy?
2. Is it balanced?  
Is it fair to all concerned in the short term as well as in the long term?  
Does it promote win-win relationships?
3. How will it make me feel about myself?  
Will it make me proud?  
Would I feel good if my decision was published in the newspaper?  
Would I feel good if my family knew about it?