



How do you intend to lead?

Extraordinary leaders know that integrity is measured by how well actions reflect stated beliefs. When leaders act according to their moral compass, the result is increased alignment, clarity, trust, and respect.

A Leadership Credo is a simple outline of your personal and professional beliefs—an articulation of what is most important to you as leader. It is a statement of values, purpose, and intention—a future-focused vision of how you intend to lead. Although it is a personal affirmation, its impact may be seen in the leader’s behavior, practices, and policies within the organization and with external stakeholders. In fact, a Credo may be a simple statement of core business values that guides the organization as well as the leader, such as the three-part credo formulated by Sam Walton, founder of Wal-Mart, **“Respect for the individual, service to our customers, and strive for excellence.”**

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Credo
is Latin for
“I believe”
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Only by thoroughly understanding the core beliefs that make you who you are can you begin to align your beliefs with the way you intend to lead your organization. The integrity of this alignment gives the leader authenticity and moral authority.

If your Credo is clear and simple, and if you harness the power of images and stories to communicate its message to those with whom you work, it can play an important role in keeping you and your organization on track. Say what you do and then, do what you say you will do.



Sample Leadership Credos

Below are a few samples from Leaders that have engaged in the Align4Profit programs.

“I want to be known for building and developing high commitment - high performance teams that I will challenge, motivate & coach to consistently deliver superior results to our customers, shareholders and employees.”

“Build a best in class business with employees that love coming to work and customers that love our products and services.”

“Caring more than others think is wise, risking more than other think is safe, dreaming more than others think is practical, and expecting more than others think is possible.”

“Assume Nothing. Question Everything.”

Finally, one of my favorites coming from a rather judgmental and aggressive leader.

“To love and be loved for all the right reason.”

Here is my Credo

“Helping people align4profit by making a meaningful difference in the lives I touch; every conversation, every opportunity, every day.”

My core beliefs drive my actions.

I believe:

- ✧ Family first
- ✧ Intimate relationships lead to engagement and accountability
- ✧ If you really look and listen, you can connect and influence
- ✧ Responsibility comes before fun
- ✧ Much is given, much is expected
- ✧ Focusing on the critical few tasks bring greater success
- ✧ Be courageous and give yourself a voice
- ✧ Tenacity overcomes most barriers
- ✧ Give more than is expected
- ✧ Man Up! (Or Woman Up!)
- ✧ Never settle
- ✧ God leads the way

HELANIE

He leads the way
Engage with empathy
Listen and learn
Accountability before fun
Never settle
Intimacy helps people grow
Expect more and give more

Family First

Want to prioritize your values?



How to write your Leadership Credo

1. Make a list of what you **do** believe in

To create your list, start by thinking about what you deeply value and believe in and write it down.

2. Identify what you **don't** believe in

Another way to get at your beliefs is to make a list of what frustrates you or what you won't stand for and then re-state the beliefs in a positive way.

3. Craft your Leadership Credo

Your Leadership Credo is really a description of the way you intend to lead in alignment with your core belief and in alignment to your team and organizational goals.

4. Commit and share your Leadership Credo

Once your Credo is complete, take time to share it with those you work with. By publicly sharing your Leadership Credo, you confirm and reveal your intentions and commit your beliefs to action. The sharing creates trust.

Beliefs

Clarify to align

1. What I **do** believe in

- Clear communication of goals and expectations
- Involvement drives ownership
- Business is personal, my job is to build trust
- Start with the end in mind
- Coaching and delegation builds empowerment
- Always do what you say you will do
- Respond to questions and emails within 24 hours

2. What I **do not** believe in

- Thinking the same as a good thing.
 - + Innovation is critical—invite diversity
- Fear-driven performance sustains.
 - + Create a safe environment to fail and succeed
- Leaders should choose their battles that carefully.
 - + Speak up early and often.
- Hiding your weaknesses.
 - + Transparency builds trust

Above the + sign represents beliefs restated into positives

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Sample beliefs of a past participant

- I believe I must be fiercely **Passionate** about my work.
- I believe in the **Rigorous** use of methods and techniques to achieve efficiency and effectiveness.
- I believe in being **Organized** in my work habits, which frees my mind for higher achievements.
- I believe that **Disciplined** written and verbal communications creates a framework for concise and precise communications with my team and colleagues.
- I believe in **Excellence** in the delivery of mine and my team's work.
- I believe my choices are made through a highly focused and **Directed** personal will to achieve only the very best possible.

Prioritize your Values

Circle the 10 values from the list below that are most important to you. Then order these values from highest to lowest. What do these values suggest about you?

<i>Values</i>	<i>Description</i>	<i>Ranking</i>
INDEPENDENCE	Being able to determine my work without significant direction from others or having to conform to rules and regulations	
KNOWLEDGE	Engaging myself in the pursuit of knowledge and information.	
EXERCISE SKILLS/ COMPETENCE	Utilizing my job developed skills, knowledge and abilities.	
PRECISION WORK	Dealing with tasks that have exact specifications that require careful and accurate attention to detail.	
CREATIVE EXPRESSION	Being able to express my ideas concerning my job and how I might improve it; having opportunities for experimentation and innovation.	
PHYSICAL CHALLENGE	Working in a job that requires physical strength, speed, dexterity, or agility.	
CHALLENGING PROBLEMS	Engaging continually with complex questions and demanding tasks, problem solving as a large part of the job.	
WORK UNDER PRESSURE	Working in time-pressured circumstances, high workloads, or working with demanding personal relationships	
JOB TRANQUILITY	Avoiding pressures and a high degree of stress in my job and work setting.	
INTELLECTUAL STATUS	Being regarded as very well-informed and as an acknowledged expert or thought leader in a given field.	
STATUS	Gaining the respect of friends, family, and community by the nature and level of responsibility of my work.	
EXCITEMENT	Experiencing a high degree of stimulation or frequent novelty and excitement on the job.	
FAST PACE	Working in circumstances where there is high pace of activity and work/activities done rapidly.	
CHANGE AND VARIETY	Having work responsibilities frequently changed in tasks, projects, content and setting.	
SECURITY	Being assured of keeping my job and a financial stability.	
WORK ON FRONTIERS OF KNOWLEDGE	Working in research and development, generating information and new ideas in the academic, scientific, or business communities.	
ADVANCEMENT	Being able to get ahead rapidly, gaining opportunities for promotion and growth through high performance on the job.	
INFLUENCE PEOPLE	Being in a position to influence attitudes or opinions of others.	
WORK ALONE	Working on tasks, projects and assignments by myself, with minimal interaction with others.	
STABILITY	Having a work/life routine and job duties that are largely predictable and not likely to change over a long period of time.	



HELP OTHERS	<i>Being involved in helping others either individually or in groups.</i>	
MAKE DECISIONS	<i>Having the power to make decisions and decide courses of action on my job.</i>	
FRIENDSHIPS	<i>Developing close personal relationships with people as a result of my job and organizational culture.</i>	
HELP SOCIETY	<i>Doing something to contribute to the betterment of the world.</i>	
POWER AND AUTHORITY	<i>Influencing, directing and controlling the work activities of others.</i>	
ENTREPRENEURIAL	<i>Acquiring, starting or owning my own business where I can be my own boss.</i>	
STATUS	<i>Impressing or gaining the respect of friends, family, and community by the nature and level of responsibility of my work.</i>	
TIME FREEDOM	<i>Having responsibilities I can work at according to my time schedule; no specific working hours required.</i>	
RECOGNITION	<i>To be acknowledged and recognized for my signature strengths, skills, abilities or performance.</i>	
ARTISTIC CREATIVITY	<i>Engaging in creative work in any of several art forms (e.g., dance, music, graphic design).</i>	

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