



Leadership Commandments

There are a gazillion leadership books on the market and it's easy to get overwhelmed by all the information. Being an effective leader is fairly simple: get clear on your values and align your words and actions. Dr. Kent Keith, author of *The Paradoxical Commandments*, gave me permission to reprint his simple truths, his values, in this newsletter. Dr. Kent wrote *The Paradoxical Commandments* as part of a booklet for student leaders in 1968. He is currently the Chief Executive Officer of the Greenleaf Center for Servant-Leadership. As you read the 'commandments' you'll see that not much has changed since 1968. I hope you will find his truths resonating with your values as a leader of your life and team.

The Paradoxical Commandments By Dr. Kent M. Keith

People are illogical, unreasonable, and self-centered.
Love them anyway.

If you do good, people will accuse you of selfish ulterior motives.
Do good anyway.

If you are successful, you will win false friends and true enemies.
Succeed anyway.

The good you do today will be forgotten tomorrow.
Do good anyway.

Honesty and frankness make you vulnerable.
Be honest and frank anyway.

The biggest men and women with the biggest ideas can be shot down by the smallest men and women with the smallest minds.
Think big anyway.

People favor underdogs but follow only top dogs.
Fight for a few underdogs anyway.

What you spend years building may be destroyed overnight.
Build anyway.

People really need help but may attack you if you do help them.
Help people anyway.

Give the world the best you have and you'll get kicked in the teeth.
Give the world the best you have anyway.

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