

# THE INTEGRITY FACTOR

## WHY REPUTATION RULES IN BUSINESS AND LEADERSHIP

Far from being an old-fashioned notion, honourable business, and honourable business Leaders, are more sought-after than ever. Most of us don't expect perfection, but we do expect transparency and integrity. The same values apply when we consider our community representatives, our own lives and in our relationships.

However, in today's digital world 'the camera is always rolling, the microphone is always on, and there's no such thing as 'off the record' - especially for leaders. Additionally at home there's little privacy when social media, and technology intersect leaving nothing to the imagination and everything just a click away from exposure – large and small.

**It is a commercial imperative for organisations to focus on their brand reputation and their integrity without any ambiguous messages to their stakeholders, staff or the public.**

**Participants of this interactive presentation will understand:**

- The importance of values and ethics in today's world.
- The role of the leader in leading by example at home, at work, and in life.
- What would 'wikileaks' say about you, your integrity as an individual, a couple or a business?
- What integrity really means to you, your customers, friends and family.

**The Integrity Factor** practical presentation will facilitated conversation about Integrity from a personal and professional standpoint and will be an opportunity for everyone cast a lens on how their behaviours, actions, choices, and decisions impact on others.

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*"Your easy and engaging style encouraged a high level of interaction. The Group commented on the timely reminder of the importance of integrity and its impact on business."*

**BRIAN BIRLEY | TEC CHAIR KEY 107 | THE EXECUTIVE CONNECTION**

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**Stand up and out for the right reasons and be respected in the business and professional community by your integrity factor.**



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