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# **FROM VALUES TO ACTION**

## **The Four Principles of Values-Based Leadership**

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The Web site for this book is at [www.FromValuesToAction.com](http://www.FromValuesToAction.com).

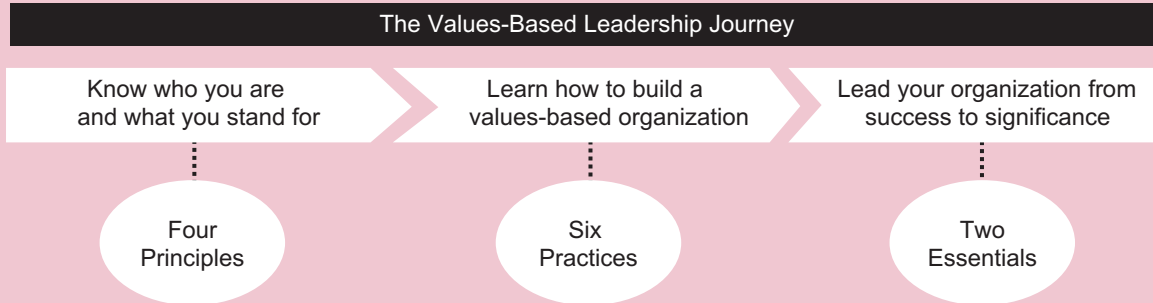
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**MAIN IDEA**

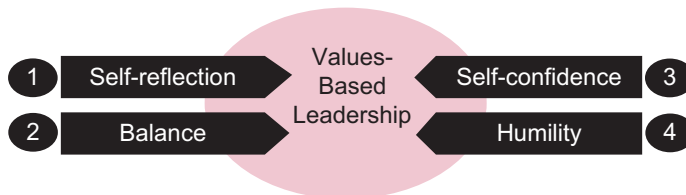
Leadership is the ability and capacity to influence others. Values-based leadership is where leaders inspire and motivate others to pursue what matters most. Values-based leaders are committed to and actively engaged in trying to make the world a better place within their individual sphere of influence. The ultimate objective of values-based leadership is to do the right thing by influencing those you interact with to make choices and decisions which are aligned with your values and those of your organization.

To become a values-based leader, the journey has three phases:



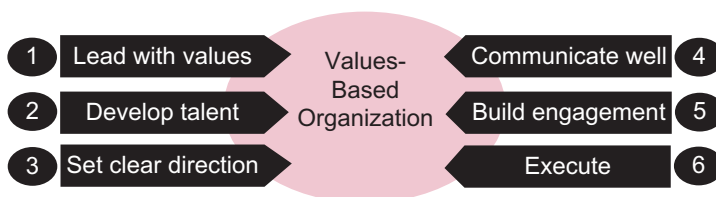
**Phase 1 – Know who you are and what you stand for . . . . . Pages 2 - 5**

The path to becoming a values-based leader begins and ends with the four principles of values-based leadership. These principles are closely interconnected and build on each other. Together, they form a solid foundation for values-based leadership to arise.



**Phase 2 – Learn how to build a values-based organization . . . . . Pages 6 - 7**

In a values-based organization, people at every level work together to achieve a higher purpose. Values generate the culture of the organization and set the tone for every interaction which occurs. The six foundation elements of a values-based organization are:



**Phase 3 – Lead your organization from success to significance . . . . . Page 8**

When you combine the four principles with the six practices of values-based leadership, you have everything you need to lead a values-based organization, even in times of change, controversy and crisis. Great leaders then shift their focus from success to significance. Rather than being concerned solely about making a profit, values-based leaders seek to make a positive impact on the world. To achieve that, the two essentials are:

