

immortal
executive

Creating
Powerful
Performers
via
High Energy
Performance



I help dissatisfied executives transform their frustration into High Energy Performance in all areas of their life.

“The individual can bring integrity to whatever they do.”?

In today’s Newsletter I’m going to share a great learning experience.

3 Focal Points:

- ***That’s real integrity***
- ***A “Ronnie” message to learn from***
- ***Accessing your integrity***

Why is integrity important in reaching High Energy Performance?

I’ve lived on 4 continents, exposed to some of the ‘finest’ lies, lies... and more damn lies. The state of politics almost demands lies. There’s a lack of integrity from the top down, and we’re expected to absorb it... or plead ignorance.

It was a breath of fresh air when I sat next to one of my favorite people, Alan Lyss, at a recent wedding in San Francisco.

What started out as catch up time, turned into lively conversation about integrity.

Alan described Sheryl’s uncle Ronnie as a genius. I’d heard this so often. I’d even met Ronnie, while he was in a wheelchair. A serious accident left him immobile. Unassuming and less than extraordinary, was my impression of Ronnie. He lived at home until he was 50, was an avid painter, and ‘never really aspired to much’. His brothers: a cardiologist and a pediatrician. Yet it was Ronnie who was brilliant.

Decades ago, Alan asked Ronnie why he chose to work in his dad’s clothing business. Ronnie had degrees in Fine Arts and Liberal Arts from Washington University. He completed his studies summa cum laude.

Ronnie responded:

“The individual can bring integrity to whatever they do.”

A smile on my face, I sat back, absorbed and reflected on the powerful message about integrity that I just heard.

Strong moral values with complete honesty... is integrity to the core. This is a great trait in a demanding and competitive world... when ‘lies’ are stacked up against you.

It was Commander and Chief -Dwight Eisenhower, who shared the following:

“The supreme quality for leadership is unquestionably integrity. Without it, no real success is possible, no matter whether it is on a section gang, a football field, in an army, or in an office.”

This goes without saying when it comes to inspiring our kids, and their kids.

I do my best to teach my 11 year-old kids the importance of integrity. It’s something that they will carry with them the rest of their lives, hopefully as leaders, in a ‘fractured’ world. Yet, as we know, 11-year-old children love to assert their independence. This ‘independence’ is sometimes accompanied with lies.

“The strength of a nation derives from the integrity of the home.”

- Confucius

No other creature in the animal kingdom has the capability to lie. As humans, we use it so ‘effectively’, it seems to be a growing reality and truth. For the 11 year-old it’s ‘age-appropriate brain development’ that ‘causes them’ to challenge authority, and sometimes lie. For the adult... no excuses: a lack of integrity means a lack of trust and honor. This is where I challenge potential clients.

Without strong values you drift.

I first ask my clients to assess their professional and personal goals. At the same time we assess their values. This is the starting point to achieving and sustaining High Energy Performance.

There’s a ‘message’ here.

You only have to dust away the surface to realize your true values. When you have them, hold onto them. There’s integrity in each of us. It’s what makes you unique. It also enables you to relentlessly pursue your professional and personal goals.

What we do together is ‘dust away the surface’ to prepare you for High Energy Performance. We clear away the hesitation, reluctance... limiting beliefs. You remain true to yourself, true to your ‘purpose’, without wavering. You bring integrity to whatever you do.

Integrity is rewarded with profound results. When you have strong principles, you define your professional and personal path. This keeps you super-charged.

Where does integrity fit for you?

Having strong moral principles keeps you targeting your objectives.

I’m curious: you are at a phase in your life where you are possibly ‘content’ with what you are doing. What I’m asking you to do is challenge this. I’m requesting that you challenge your comfort zone and up your game.

It all starts with tuning into your needs and being honest with yourself.

***“Honesty and integrity are absolutely essential for success in life - all areas of life.
The really good news is that anyone can develop both honesty and integrity.”***

- Zig Ziglar, American author and motivational speaker

When I listen to Ronnie’s words I recognize the power of truth and ownership, integrity and honesty. When you are true to your goals and challenge your comfort zone, indecision and inaction fall away. You become who you are meant to be.

Take-Away

Ronnie chose a life that ran counter to societal norms. He was an ‘outlier’... and he was brilliant. He brought integrity into his life, and he was always honest with himself. This is vital, when you challenge your comfort zone and up your game. Your personal integrity is your ‘code of honor’. You are honoring yourself... and running with the ball, focusing on your professional and personal objectives.

Let’s take it away to begin your week, with former politician, and motivational speaker, Les Brown:

“Honor your commitments with integrity.”

...they are yours to create, own, and win.

Have a powerful week...



**Paul Lewis
President
Immortal Executive**



