

CHARACTER ETHICS

What do we mean when we talk about integrity and character ethics?

BE PRINCIPLED AND GENUINE

1. Seeking Wisdom

Seek something greater than intelligence or knowledge; seek wisdom, knowing what's right and true. (Traits: principled, prudent, contemplative and humble)

2. Trustworthiness

Be counted on to stay true to my beliefs. (Traits: genuine, reflective, self-aware and dedicated)

3. Integrity

Do what I say I will do. (Traits: reliable, consistent, predictable and orderly)

4. Honesty

Tell the truth, but with compassion for the feelings of others. (Traits: discrete, discerning)



“The moments that define my character and morals more than any other lies in the mistakes I have made and the emotions they have unveiled.”

- Hang
2018 Students of Integrity
Scholarship recipient



At BBB Serving Wisconsin, we look at several ethical principles divided into four leadership descriptors:

**Be Principled & Genuine,
Value Others,
Seek Results, and
Display Growth**



VALUE OTHERS

5. Respect

Treat others as I would want to be treated. (Traits: inclusive, engaging and honoring)

6. Compassion for Others

Be kind to others, even if it's not deserved. (Traits: kind, gentile, patient, encouraging, benevolent and generous)

7. Forgiveness

Be willing to forgive others, even when undeserved, and ask humbly for others to forgive me. (Traits: patient, grateful and merciful)

8. Unity

Build relationships that foster harmony and collaboration. (Traits: reconciler, integrator and collaborator)

9. Learning & Mentoring

Grow in wisdom and pass it on. (Traits: curious, creative, teachable, inspirational)

10. Serving & Leadership

Put the success of others and the group above myself. (Traits: selfless, optimistic, future-oriented, visionary)

11. Honoring Authority

Respect legitimate boundaries for behavior. (Traits: dutiful, law-abiding, civil)

SEEK RESULTS

12. Justice

Uphold truth, expose error and correct wrongs. (Traits: impartial, unbiased, diligent, decisive)

13. Courage

Consistently and persistently act on my strong convictions. (Traits: tenacious, determined, unwavering, strategic, resilient, grit)

14. Accountability

Scrutinize myself and welcome the scrutiny of others. (Traits: open, upfront, self-disclosing, transparent)

5. Stewardship

Live as if I will eventually reap what I sow. (Traits: careful, ordered, generous, astute, watchful)

16. Seeking Council

Seek advice from others who have astute wisdom, particularly when confronted with ethically ambiguous issues. (Traits: thoughtful, curious, discerning)

17. Responsibility

Fulfill my personal responsibilities as a good citizen. (Traits: self-governing, self-controlled, self-disciplined)

18. Excellence

To be and do my best work every day. (Traits: enthusiasm, focus, determination, consistency)

DISPLAY GROWTH

19. Maturation

Learn from experience and seek personal improvement over time. (Traits: positive change, healthy growth, wise choices)

20. Transformation

Exhibit consistent, positive and intentional commitment to higher character. (Traits: high character, ethical, conscientious, healthy growth, wise choices)

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