

# BUILDING INTEGRITY

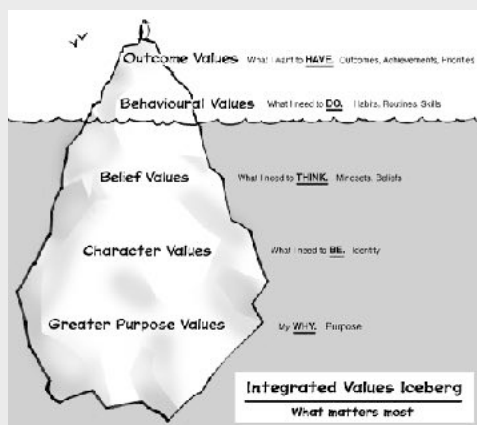
## Integrated Values

How often have you made a commitment to do things differently and failed?

There's a reason you fail to follow through. It's because there is a gap between your conscious decisions and unconscious priorities.

Decisions are made at a conscious level and won't change behaviour unless they are supported at the unconscious level.

If you want to follow through on your decisions, you need to change at an unconscious level, and the best way to do that is with the Integrated Values Iceberg.



This model has the power to change your life. It can help you change anything. Instead of making temporary decisions, you will work at a deeper, neurological level to create a permanent change.

It will help you redefine the things that matter most at the deepest levels of your unconscious by getting you to reprioritise your values. It works because you are working at a neurological level.

It's the best way to integrate your words and your actions.

Are your words and actions integrated?

Can people trust you to do what you say you will do?

Is your word your bond?

## Integrity

The foundation of trust.

People with high levels of integrity are more trustworthy because people can rely on them. They are honest and keep their word. They are also more predictable because they uphold strong moral ethics and principles.

People with low levels of integrity are *not* trustworthy because people can't rely on them. They are dishonest and fail to keep their word. They are also *unpredictable* because they are not driven by moral ethics or principles.

The key ingredient is *honesty*, and that's linked to whether or not you keep your word.

Do you do what you say you will do?

## A simple definition that helps

If you want to build integrity then ask yourself this simple question ... *are my words and my actions integrated?*

The other way to think about this is whether there is a gap between your words, statements, commitments, or promises and your actions.

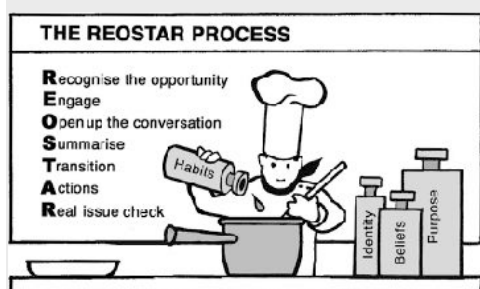
Do you do what you say you will do?





“Listening” includes a wonderful model called the R.E.O.S.T.A.R. Process that is designed to uncover deeper issues in conversations with people you love.

It’s not for everyday conversations, it’s for the times when they are feeling vulnerable, worried, upset, or even a little scared.



But just learning this model won’t be enough. You may understand it at a conscious level, but will it be supported, and actioned, at an unconscious level.

That concern is the reason “Listening” also includes the Integrated Values Iceberg. It’s a brilliant tool for aligning your Values and Priorities at an unconscious level so they support your conscious decisions.

In over 30 years of coaching people I’ve never worked with a more powerful model for creating change. It has the potential to change any aspect of your life.

Give it a try and let us know how it went.

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## How to measure your integrity

### Step One:

The first step is to pay attention to the things you say. What statements, commitments, or promises are you making?

Statements about your identity or Character Values are particularly important. If you talk about the type of person you want to *be* others will expect certain behaviours from you. For example - if you say you want to *be* a good listener they will expect you to shut up and let them talk! If you then start talking over them or interrupting to share your opinion your credibility and integrity will be shattered.

### Step Two:

The second step is to pay attention to the things you *do*. Is your behaviour consistent with your statements?

Take notice of how you spend your money, time, and where you focus your attention.

For example - what does that say about your integrity if you say you want to “get healthy,” but spend more time looking at the dessert buffet than the salad bar?

People notice where you focus your attention, and how you spend your time and money and they will spot any discrepancies. For example if you say you want quality time with your family they will expect your attention to be on your family and not your phone.

### Step Three:

Now that you are noticing these things it’s time to be honest with yourself. Are they consistent with each other?

Does your statements ring true based on your time, money, and attention?

Another great test is to ask yourself what is motivating you. Are you motivated to follow through on your statements and commitments or does your motivation default to something else? For example do you say you want to be active but then find it hard to get motivated to go outside and do something?

A test like this can be challenging but rewarding at the same time. It will help you take control of your life and become someone that others can trust.

Is that who you want to be?

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