

# SEVEN PRINCIPLES OF LEADERSHIP<sup>®</sup>

**better  
culture**

## THE SEVEN PRINCIPLES



[BetterCulture.com](http://BetterCulture.com)

1. LEADERS MAINTAIN A NEVER-ENDING FOCUS ON MISSION, EXCELLENCE, AND CULTURE.

2. LEADERS CREATE AN ENVIRONMENT WHERE STAFF FEEL PROUD OF THEIR COMPANY – AND KNOW THAT THEIR COMPANY IS PROUD OF THEM.

3. LEADERS WORK HARD TO HELP STAFF BE SUCCESSFUL AT WORK AND IN LIFE.

4. LEADERS PROTECT THE RIGHT OF GOOD STAFF TO WORK WITH GOOD STAFF.

5. LEADERS ENCOURAGE AND PROMOTE OPEN DISCUSSION AND ANALYSIS AS A PREDICATE TO DECISION MAKING.

6. LEADERS DEAL EFFECTIVELY WITH CONFLICT.

7. LEADERS ENCOURAGE OTHERS TO ENJOY THEIR WORK.