



February 27, 2010

Watco Team,

Coach Wooden's teachings on success are based on the concept of the pyramid. The structural strength of a pyramid is due to its broad supporting base and narrowing design which graduates to an apex. The blocks are bound together by mortar running through the structure. The mortar represents values that Coach Wooden believes must exist throughout all points of character to allow the pyramid to endure all challenges that life can present. The first mortar we discussed was ambition, the second was sincerity, the third mortar is adaptability, the fourth honesty and the fifth is resourcefulness. Six and seven are reliability and fight and this week number eight is integrity.

Integrity is the virtue of having a sense of honesty and truthfulness in regard to the motivations for one's actions. Some people use the term "hypocrisy" in contrast to integrity for asserting that one part of a value system demonstrably conflicts with another, and to demand that the parties holding apparently conflicting values account for the discrepancy or change their beliefs to improve internal consistency.

The etymology of the word "integrity" can suggest insight into its use and meaning. It stems from the Latin adjective integer meaning "whole or complete." In this context, integrity may comprise the personal inner sense of "wholeness" deriving from honesty and consistency of character. As such, one may judge that others "have integrity" to the extent that one judges whether they behave according to the values, beliefs and principles they claim to hold.

According to Coach Wooden, integrity is a firm and uncompromising and consistent adherence to a moral standard. In its simplest form it is purity of intention for decisions and actions grounded on the virtues of reliability, honesty and sincerity.

Abraham Lincoln once said that "Nearly all men can stand adversity, but if you want to test a man's character, give him power." Power is not truly conveyed simply by granting the title of leadership. While organizational positions inherently entail decision authority, real power is conveyed to a leader based on the trust and respect he or she earns from the people in the organization. Without trust a leader has no willing followers. This doesn't mean that the leader must be loved and nor does it mean that the followers must agree with everything the leader says or does. Instead the followers must believe that the leader means what he or she says they mean: that Churchillian leadership trait of Integrity. There must be consistency between a leaders beliefs, his words and his actions.

Effective leadership is rooted in integrity similar to a tree that is rooted in an underground spring. Even under the stress of drought, the tree sprouts healthy vegetation and bears fruit. As leaders it is imperative that we always remain rooted in the core beliefs that being honest and trustworthy is the right business practice.

Authentic people know their deepest values without hesitation and fulfill them in thought, word and deed. Integrity is their nature. They do not depend on their position for power. A leader with integrity possess a clear vision of who they are and what they stand for and a firm belief that doing the right and ethical thing is the overarching way to do business. Always remember that without integrity, leadership is unsustainable and will fail over the long term.

Thank you for all you do to lead our People with integrity while caring for our Customers and the Communities where we work.