



# Lead with **SPINE**

*Leading with spine is rooted in the moral authority we exert to act upon the "better angels of our nature."*

**Strength** is standing up for what you believe and acting on those beliefs. "Moral authority," wrote Stephen Covey, "comes from following universal and timeless principles like honesty, integrity, treating people with respect."

**Principle** is rooted in purpose. It becomes the very marrow of the spine, giving it the ability to remain upright in the face of adversity.

**Integrity** is the expression of ethical behavior. Telling the truth and being accountable is fundamental to behaving with honor, living not just for oneself but for the good of others.

**Nurture** is the caring side of leadership. It means investing yourself in the development of others. Coaching is a form of nurturing, finding ways to guide while challenging others to do their best.

**Energy** is necessary to catalyze the organization. Leaders need to invest—and exert—themselves in creating opportunities for others.