

17 Virtues of the Great Executive



Every one of these virtues matters. Focus on one or two at a time you want to improve on. You'll become a better and more desirable executive when you do!

1. **Act with integrity** – is there any place you feel "uneasy?"
2. **Be inclusive** – remember, none of us is as smart as all of us!
3. **Be transparent** – don't make people guess at your intentions.
4. **Communicate the big picture** – share vision, mission, values, and BHAGs. Regular dialogues with reports.
5. **Delegate tasks and authority** – let them do it 80% as well as you.
6. **Develop talent** – hire and keep great employees.
7. **Don't play favorites** – except based on performance and attitude.
8. **Find the value in diversity** – and the commonality in all of us.
9. **Get aligned** – are your actions in alignment with the vision, mission, values and goals?
10. **Handle pressure/stress/emotions with grace** – any drama only make it worse.
11. **Have a laugh** – life's too short to work for a stick in the mud.
12. **Listen, be present** – it's the best way to show you care!
13. **Motivate and engage employees** – control won't cut it.
14. **Recognize and reward performance** – or they will take their performance elsewhere.
15. **Stay focused** – like a laser beam. Avoid squirrels and "gotta minutes."
16. **Take 100% responsibility** – and avoid guilt, remorse and regret.
17. **Think strategically, not just tactically** – be creative.

About Don Phin, Esq.

Don Phin, Esq. is a lawyer and a highly rated presenter on the emotional intelligence required to be great at leadership and sales. To learn more go to www.donphin.com

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