



# High-Performance Ethics: 10 Timeless Principles for Next-Generation Leadership

*Wes Cantrell, James R. Lucas*

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Do you have to lower your ethical standards in order to succeed at your job? *High-Performance Ethics* authors Wes Cantrell and James Lucas say that the answer is no. The authors outline ways to make ethical decisions (based on the Ten Commandments) that lead to highly successful business practices. *High-Performance Ethics* includes tips on how to lead a team with integrity, practical tools for resisting the pressure to compromise workplace standards, and encouragement for workers who want to see strong businesses and strong values thrive.

## 10 Principles:

1. First Things Only (priorities)
2. Ditch the Distractions
3. Align with Reality (never claim support for a bad cause)
4. Find Symmetry
5. Respect the Wise
6. Protect the Souls
7. Commit to the Relationships
8. Spread the Wealth
9. Speak the Truth
10. Limit Your Desires

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