Integrity: The Courage to Meet the Demands of Reality

Author: Henry Cloud

Integrity—more than simple honesty, it’s the key to success. A person with integrity has the ability to pull everything together, to make it all happen no matter how challenging the circumstances. Drawing on experiences from his work, Dr. Henry Cloud, a clinical psychologist, leadership coach, corporate consultant and nationally syndicated radio host, shows how our character can keep us from achieving all we want to (or could) be.

In Integrity, Dr. Cloud explores the six qualities of character that define integrity, and how people with integrity:

- Are able to connect with others and build trust
- Are oriented toward reality
- Finish well
- Embrace the negative
- Are oriented toward increase
- Have an understanding of the transcendent

Integrity is not something that you either have or don’t, but instead is an exciting growth path that all of us can engage in and enjoy.

Integrity

by Stephen L. Carter

Why do we care more about winning than about playing by the rules? Integrity - all of us are in favor of it, but nobody seems to know how to make sure that we get it. From presidential candidates to crusading journalists to the lords of collegiate sports, everybody promises to deliver integrity, yet all too often, the promises go unfulfilled.

Stephen Carter examines why the virtue of integrity holds such sway over the American political imagination. By weaving together insights from philosophy, theology, history and law, along with examples drawn from current events and a dose of personal experience, Carter offers a
vision of integrity that has implications for everything from marriage and politics to professional football. He discusses the difficulties involved in trying to legislate integrity as well as the possibilities for teaching it.

As the Cleveland Plain Dealer said, "In a measured and sensible voice, Carter attempts to document some of the paradoxes and pathologies that result from pervasive ethical realism... If the modern drift into relativism has left us in a cultural and political morass, Carter suggests that the assumption of personal integrity is the way out."

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Raising the Bar: Integrity and Passion in Life and Business: The Story of Clif Bar & Co.

by Gary Erickson, Lois Lorentzen

In April of 2000, Gary Erickson turned down a $120 million offer to buy his thriving company. Today, instead of taking it easy for the rest of his life and enjoying a luxurious retirement, he's working harder than ever. Why would any sane person pass up the financial opportunity of a lifetime? "Raising the Bar" tells the amazing story of Clif Bar's Gary Erickson and shows that some things are more important than money. Gary Erickson and co-author Lois Lorentzen tell the unusual and inspiring story about following your passion, the freedom to create, sustaining a business over the long haul, and living responsibly in your community and on the earth. "Raising the Bar" chronicles Clif Bar's ascent from a homemade energy bar to a $100 million phenomenon with an estimated 35 million consumers, and a company hailed by "Inc." magazine as one of the fastest-growing private companies in the U.S. four years in a row. The book is filled with compelling personal stories from Erickson's life-trekking in the Himalayan mountains, riding his bicycle over roadless European mountain passes, climbing in the Sierra Nevada range--as inspiration for his philosophy of business. Throughout the book, Erickson--a competitive cyclist, jazz musician, world traveler, mountain climber, wilderness guide, and entrepreneur--convinces us that sustaining one's employees, community, and environment is good business.

If you are a manager, executive, business owner, or board member, "Raising the Bar" is your personal guide to corporate integrity. If you are a sports enthusiast, environmentalist, adventure lover, intrigued by a unique corporate culture, or just interested in a good story, "Raising the Bar" is for you.
The Integrity Advantage

Adrian Robert Gostick, Dana Telford

With The Integrity Advantage, Adrian Gostick and Dana Telford establish a burning platform—that personal integrity is a proven competitive advantage in business. Prominent business leaders from some of North America’s most respected companies—including Don Graham of the Washington Post, former Johnson & Johnson CEO James Burke, and Hank Paulson, Jr. of Goldman Sachs—discuss the role integrity has played in their successes, and offer examples of the importance of integrity in business today. Not merely a collection of essays, the authors also share an effective system of decision-making designed to help anyone implement integrity into every action. The importance of trust and credibility within business relationships is examined and discussed, as Telford and Gostick illustrate how to juggle wealth, power, and responsibility—and be a person of character. Given the recent uncertainty fostered by questionable corporate tactics, however, now is the time to examine what role integrity actually plays in business today, and whether employees are naturally compelled to practice these values—particularly when the leaders they follow lack integrity in their own professional behavior.

Dana Telford holds an MBA from Harvard University and has advised business leaders in the consumer banking, healthcare, publishing, retail, manufacturing, and real estate industries. He has developed and implemented strategies for client companies based all over the world. He lives in Morgan, Utah. Adrian Gostick is director of marketing and corporate communications with the O.C. Tanner Recognition Company. His previous books include Managing with Carrots and The 24-Carrot Manager, co-authored with Chester Elton. He lives in Salt Lake City.

Integrity Selling for the 21st Century: How to Sell the Way People Want to Buy

by Ron Willingham

“I have observed several hundred salespeople who were taught to use deceptive practices like ‘bait and switch’ and encouraged to play negotiation games with customers. They were so stressed by this behavior that they suffered from a high incidence of alcohol and substance abuse, divorce, job-jumping, and low productivity. In the same industry, I have observed countless people who had been taught to sell with high integrity. Ironically, their customer satisfaction, profit margins, and salesperson retention were significantly higher.” — Ron Willingham
If you’ve tried manipulative, self-focused selling techniques that demean you and your customer, if you’ve ever wondered if selling could be more than just talking people into buying, then *Integrity Selling for the 21st Century* is the book for you. Its concept is simple: Only by getting to know your customers and their needs — and believing that you can meet those needs — will you enjoy relationships with customers built on trust. And only then, when you bring more value to your customers than you receive in payment, will you begin to reap the rewards of high sales.

Since the publication of Ron Willingham’s enormously successful first book, *Integrity Selling*, his sales program has been adopted by dozens of Fortune 500 companies, such as Johnson & Johnson and IBM, as well as the American Red Cross and the *New York Times*. In his new book, *Integrity Selling for the 21st Century*, Willingham explains how his selling system relates to today’s business climate — when the need for integrity is greater than ever before.

*Integrity Selling for the 21st Century* teaches a process of self-evaluation to help you become a stellar salesperson in any business climate. Once you’ve established your own goals and personality traits, you’ll be able to evaluate them in your customers and adapt your styles to create a more trusting, productive relationship.

Drawing upon Willingham’s years of experience and success stories from sales forces of the more than 2,000 companies that have adopted the Integrity Selling system, Ron Willingham has created a blueprint for achieving success in sales while staying true to your values.

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**To Kill a Mockingbird**

by Harper Lee

The unforgettable novel of a childhood in a sleepy Southern town and the crisis of conscience that rocked it. *To Kill A Mockingbird* became both an instant bestseller and a critical success when it was first published in 1960. It went on to win the Pulitzer Prize in 1961 and was later made into an Academy Award-winning film, also a classic.

Compassionate, dramatic, and deeply moving, *To Kill A Mockingbird* takes readers to the roots of human behavior—to innocence and experience, kindness and cruelty, love and hatred, humor and pathos. Now with over 18 million copies in print and translated into forty languages, this regional story, by a young Alabama woman, claims universal appeal. Harper Lee always considered her book to be a simple love story. Today it is regarded as a masterpiece of American literature.
The Fountainhead
by Ayn Rand

When *The Fountainhead* was first published, Ayn Rand's daringly original literary vision and her groundbreaking philosophy, Objectivism, won immediate worldwide interest and acclaim. This instant classic is the story of an intransigent young architect, his violent battle against conventional standards, and his explosive love affair with a beautiful woman who struggles to defeat him. This edition contains a special afterword by Rand's literary executor, Leonard Peikoff, which includes excerpts from Ayn Rand’s own notes on the making of *The Fountainhead*. As fresh today as it was then, here is a novel about a hero—and about those who try to destroy him.

Excerpts of The Protagonist depicting Integrity towards his work:

- A house can have integrity, just like a person; and just as seldom. - Howard Roark

- "I don't intend to build in order to have clients; I intend to have clients in order to build." - Howard Roark

- "But you see, I have, let's say, sixty years to live. Most of that time will be spent working. I've chosen the work I want to do. If I find no joy in it, then I'm only condemning myself to sixty years of torture. And I can find the joy only if I do my work in the best way possible to me. But the best is a matter of standards--and I set my own standards. I inherit nothing. I stand at the end of no tradition. I may, perhaps, stand at the beginning of one." - Howard Roark

- "Here are my rules: what can be done with one substance must never be done with another. No two materials are alike. No two sites on earth are alike. No two buildings have the same purpose. The purpose, the site, the material determine the shape. Nothing can be reasonable or beautiful unless it's made by one central idea, and the idea sets every detail. A building is alive, like a man. Its integrity is to follow its own truth, its one single theme, and to serve its own single purpose. A man doesn't borrow pieces of his body. A building doesn't borrow hunks of its soul. Its maker gives it the soul and every wall, window and stairway to express it." - Howard Roark

- "Every form has its own meaning. Every man creates his meaning and form and goal. Why is it so important--what others have done? Why does it become sacred by the mere fact of not being your own? Why is anyone and everyone right--so long as it's not yourself? Why does the number of those others take the place of truth? Why is truth made a mere matter of arithmetic--and only of addition at that? Why is everything twisted out of all sense to fit everything else? There must be some reason. I don't know. I've never known it. I'd like to understand."