

# **WINNERS NEVER CHEAT**

## **Everyday Values We Learned as Children (But May Have Forgotten)**

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**MAIN IDEA**

To get ahead in business and stay there long-term, reconnect with and live the values you first learned as a child and which you've probably assumed no longer apply in business.

For most people regardless of their culture or upbringing, the values they learned as children were:

The everyday values of business

- ▶ 1 Before you act, always stop and check your moral compass.
- ▶ 2 Compete aggressively, but always play by the rules.
- ▶ 3 In leadership roles, set a good example.
- ▶ 4 Always keep your word, no matter what the consequences.
- ▶ 5 Surround yourself with advisors who will say no when needed.
- ▶ 6 Forget about revenge. Move onwards and upwards.
- ▶ 7 Treat everyone with respect – customers, employees, etc.
- ▶ 8 Always operate your business as if your name is on the door.
- ▶ 9 Give something back to the community. Return the favors.

There never needs to be a disconnect between the values you have in your own life and what you do at work. You just don't have to cut corners, fudge the numbers or cheat in large ways or small to stay competitive. What's needed most is that you reconnect with and live the values you had as a child.

**Value #1 – Before you act, always stop and check your moral compass.** . . . . . Page 2  
Your gut will always tell you what's wrong and what's right. Everyone has a moral GPS or compass. Do what you know is right rather than what's expedient in any situation.

**Value #2 – Compete aggressively, but always play by the rules.** . . . . . Pages 2 - 3  
Play to win but don't do anything that would compromise your values. Over the long haul, cheating and lying always lead to failure. It's just a matter of when the truth comes out, not if.

**Value #3 – In leadership roles, set a good example.** . . . . . Page 3 - 4  
Never fall into the trap of thinking you can set your own rules just because you're in a leadership position. Instead, the complete opposite is true – you have to be a great example of the benefits of obeying the rules.

**Value #4 – Always keep your word, no matter what the consequences.** . . . . . Page 4  
It's time to limit the influence of corporate lawyers. Instead of involving them in negotiating a deal, use them for legal advice only and make the other decisions yourself. Above all, make your word your bond.

**Value #5 – Surround yourself with advisors who will say no when needed.** . . . . . Page 5  
Pick your advisors carefully. Don't get people who will only tell you what you want to hear. Align yourself with the type of people who will tell you the facts straight – and then get down in the trenches with you as you move forward.

**Value #6 – Forget about revenge. Move onwards and upwards.** . . . . . Page 6  
Somewhere inside you, a little voice will tell you: Life is too short to hold grudges. Move on and make what you're doing today a success rather than endlessly obsessing over yesterday's failures.

**Value #7 – Treat everyone with respect – customers, employees, etc.** . . . . . Pages 6 - 7  
Graciousness is an excellent habit to cultivate and practice. Learn to treat everyone with respect – your customers, your peers, your employees and even your competitors. In everything you do, be kind to others.

**Value #8 – Always operate your business as if your name is on the door.** . . . . . Page 7  
Run your business as if it were family owned and people were going to judge your family that way. Live your values and don't do anything you would be ashamed to see published in your community's daily newspaper.

**Value #9 – Give something back to the community. Return the favors.** . . . . . Page 8  
Both companies and individuals are under obligation to put back into the community more than they take out. Don't wait until you're a billionaire. Start giving something back right now, even if it's just your time.

