



Seven Keys to Engaging People for Service Excellence **Key 3 - Recognition: Appreciate Virtues of Character**

Calling All Virtues: The Gifts of Character

As blood is to life, communication is to living. Language shapes our character. The way we speak, the words we use have great power to discourage or inspire. How and what we say either builds or defeats, unites and divides, diffuses or escalates. People grow richer inside, become closer and desire better when appreciated & recognized.

When Martin Luther King Jr. called forth his virtue of unity in his famous speech he proclaimed, “I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin, but by the content of their character.”

The virtues program explores the qualities that build a person’s character. Participants will learn methods to teach the 52 virtues that are shared by all cultures of the earth. We will learn how to build a work culture of human potential where tolerance, appreciation and gratitude creates a positive learning environment where staff and management feel encouraged to be and do their best. Learn effective strategies to bridge the knowing – doing gap in character education and positive feedback. Attitudes are contagious. Let’s make ours worth catching.

Virtues at Work

The Mission of The Virtues Project™ (www.virtuesproject.com) is to provide empowering strategies that inspire the practice of virtues in everyday life through programs of excellence and simplicity which support people of all ages to cultivate their virtues – the gifts of character.

People are human beings not human doings. One of the best ways to transform corporate culture is to have virtues – the personal practice of being – work in tandem with corporate strategies.

Effective Strategies

1. Speak the Language of Virtue – Language shapes our character. The way we speak, the words we use have great power to discourage or inspire.
2. Recognize Teachable Moments – Recognizing the gifts of life’s lessons Daily challenges help us cultivate our character, learn from our mistakes with humility and confidence.
3. Personal Boundaries – Create a climate of peace and safety and protect our time, our energy and our health.

What are the Virtues?

Virtues are the essence of the human spirit and the content of our character. They differ from values because values are subjective, changeable with circumstance, evolve with maturity and highly individualized. Virtues are objective traits common to all and as such transcend culture, religious and other boundaries. Promoting virtues is a simple way to build character and create a culture of human potential. Simply put, virtues are what's good about us.

52 Virtues in Alphabetical Order

Assertiveness

Being assertive means being positive and confident. You are aware that you are a worthy person with your own special gifts. You think for yourself and express your own ideas. You know what you stand for and what you won't stand for. You expect respect.

Caring

Caring is giving love and attention to people and things that matter to you. When you care about people, you help them. You do a careful job, giving your very best effort. You treat people and things gently and respectfully. Caring makes the world a safer place.

Cleanliness

Cleanliness means washing often, keeping your body clean, and wearing clean clothes. It is putting into your body and your mind only the things that keep you healthy. It is staying free from harmful drugs. It is cleaning up mistakes and making a fresh start.

Commitment

Commitment is caring deeply about something or someone. It is deciding carefully what you want to do, then giving it 100%, holding nothing back. You give your all to a friendship, a task, or something you believe in. You finish what you start. You keep your promises.

Compassion

Compassion is understanding and caring when someone is hurt or troubled, even if you don't know them. It is wanting to help, even if all you can do is listen and say kind words. You forgive mistakes. You are a friend when someone needs a friend.

Confidence

Confidence is having faith in someone. Self-confidence is trusting that you have what it takes to handle whatever happens. You feel sure of yourself and enjoy trying new things, without letting doubts or fears hold you back. When you have confidence in others, you rely on them.

Consideration

Consideration is being thoughtful of other people and their feelings. You consider how your actions affect them. You pay careful attention to what others like and don't like, and do things that give them happiness.

Cooperation

Cooperation is working together and sharing the load. When we cooperate, we join with others to do things that cannot be done alone. We are willing to follow the rules which keep everyone safe and happy. Together we can accomplish great things.

Courage

Courage is bravery in the face of fear. You do the right thing even when it is hard or scary. When you are courageous, you don't give up. You try new things. You admit mistakes. Courage is the strength in your heart.

Courtesy

Courtesy is being polite and having good manners. When you speak and act courteously, you give others a feeling of being valued and respected. Greet people pleasantly. Bring courtesy home. Your family needs it most of all. Courtesy helps life to go smoothly.

Creativity

Creativity is the power of imagination. It is discovering your own special talents. Dare to see things in new ways and find different ways to solve problems. With your creativity, you can bring something new into the world.

Detachment

Detachment is experiencing your feelings without allowing your feelings to control you. Instead of just reacting, with detachment you are free to choose how you will act. You use thinking and feeling together, so you can make smart choices.

Determination

You focus your energy and efforts on a task and stick with it until it is finished. Determination is using your will power to do something when it isn't easy. You are determined to meet your goals even when it is hard or you are being tested. With determination we make our dreams come true.

Diligence

Diligence is working hard and doing your absolute best. You take special care by doing things step by step. Diligence helps you to get things done with excellence and enthusiasm. Diligence leads to success.

Enthusiasm

Enthusiasm is being cheerful, happy, and full of spirit. It is doing something wholeheartedly and eagerly. When you are enthusiastic, you have a positive attitude. Enthusiasm is being inspired.

Excellence

Excellence is doing your best, giving careful attention to every task and every relationship. Excellence is effort guided by a noble purpose. It is a desire for perfection. The perfection of a seed comes in the fruit. When you practice excellence, you bring your gifts to fruition. Excellence is the key to success.

Flexibility

Flexibility is being open to change. You consider others' ideas and feelings and don't insist on your own way. Flexibility gives you creative new ways to get things done. You get rid of bad habits and learn new ones. Flexibility helps you to keep changing for the better.

Forgiveness

Being forgiving is giving someone another chance after they have done something wrong. Everyone makes mistakes. Instead of revenge, make amends. Forgive yourself too. Instead of feeling hopeless after a mistake, decide to act differently, and have faith that you can change.

Friendliness

Friendliness is being a friend, through good times and bad. You take an interest in other people and make them feel welcome. You share your belongings, your time and yourself. Friendliness is the best cure for loneliness.

Generosity

Generosity is giving and sharing. You share freely, not with the idea of receiving something in return. You find ways to give others happiness, and give just for the joy of giving. Generosity is one of the best ways to show love and friendship.

Gentleness

Gentleness is moving wisely, touching softly, holding carefully, speaking quietly and thinking kindly. When you feel mad or hurt, use your self-control. Instead of harming someone, talk things out peacefully. You are making the world a safer, gentler place.

Helpfulness

Helpfulness is being of service to others, doing thoughtful things that make a difference in their lives. Offer your help without waiting to be asked. Ask for help when you need it. When we help each other, we get more done. We make our lives easier.

Honesty

Honesty is being truthful and sincere. It is important because it builds trust. When people are honest, they can be relied on not to lie, cheat or steal. Being honest means that you accept yourself as you are. When you are open and trustworthy, others can believe in you.

Honor

Honor is living by the virtues, showing great respect for yourself, other people, and the rules you live by. When you are honorable, you keep your word. You do the right thing regardless of what others are doing. Honor is a path of integrity.

Humility

Being humble is considering others as important as yourself. You are thoughtful of their needs and willing to be of service. You don't expect others or yourself to be perfect. You learn from your mistakes. When you do great things, humility reminds you to be thankful instead of boastful.

Idealism

When you have ideals, you really care about what is right and meaningful in life. You follow your beliefs. You don't just accept things the way they are. You make a difference. Idealists dare to have big dreams and then act as if they are possible.

Integrity

Integrity is living by your highest values. It is being honest and sincere. Integrity helps you to listen to your conscience, to do the right thing, and to tell the truth. You act with integrity when your words and actions match. Integrity gives you self-respect and a peaceful heart.

Joyfulness

Joyfulness is an inner sense of peace and happiness. You appreciate the gifts each day brings. Without joyfulness, when the fun stops, our happiness stops. Joy can carry us through the hard times even when we are feeling very sad. Joy gives us wings.

Justice

Practicing justice is being fair. It is solving problems so everyone wins. You don't prejudge. You see people as individuals. You don't accept it when someone acts like a bully, cheats or lies. Being a champion for justice takes courage. Sometimes when you stand for justice, you stand alone.

Kindness

Kindness is showing you care, doing some good to make life better for others. Be thoughtful about people's needs. Show love and compassion to someone who is sad or needs your help. When you are tempted to be cruel, to criticize or tease, decide to be kind instead.

Love

Love is a special feeling that fills your heart. You show love in a smile, a kind word, a thoughtful act or a hug. Love is treating people and things with care and kindness because they mean so much to you. Love is contagious. It keeps spreading.

Loyalty

Loyalty is staying true to someone. It is standing up for something you believe in without wavering. It is being faithful to your family, country, school, friends or ideals, when the going gets tough as well as when things are good. With loyalty, you build relationships that last forever.

Moderation

Moderation is creating a healthy balance in your life between work and play, rest and exercise. You don't overdo or get swept away by the things you like. You use your self-discipline to take charge of your life and your time.

Modesty

Modesty is having self-respect. When you value yourself with quiet pride, you accept praise with humility and gratitude. Modesty is being comfortable with yourself and setting healthy boundaries about your body and your privacy.

Orderliness

Orderliness is being neat and living with a sense of harmony. You are organized, and you know where things are when you need them. Solve problems step by step instead of going in circles. Order around you creates order inside you. It gives you peace of mind.

Patience

Patience is quiet hope and trust that things will turn out right. You wait without complaining. You are tolerant and accepting of difficulties and mistakes. You picture the end in the beginning and persevere to meet your goals. Patience is a commitment to the future.

Peacefulness

Peacefulness is being calm inside. Take time for daily reflection and gratitude. Solve conflicts so everyone wins. Be a peacemaker. Peace is giving up the love of power for the power of love. Peace in the world begins with peace in your heart.

Perseverance

Perseverance is being steadfast and persistent. You commit to your goals and overcome obstacles, no matter how long it takes. When you persevere, you don't give up...you keep going. Like a strong ship in a storm, you don't become battered or blown off course. You just ride the waves.

Purposefulness

Being purposeful is having a clear focus. Begin with a vision for what you want to accomplish, and concentrate on your goals. Do one thing at a time, without scattering your energies. Some people let things happen. When you are purposeful, you make things happen.

Reliability

Reliability means that others can depend on you. You keep your commitments and give your best to every job. You are responsible. You don't forget, and you don't need to be reminded. Others can relax knowing things are in your reliable hands.

Respect

We show respect by speaking and acting with courtesy. We treat others with dignity and honor the rules of our family, school and nation. Respect yourself, and others will respect you.

Responsibility

Being responsible means others can trust you to do things with excellence. You accept accountability for your actions. When you make a mistake, you offer amends instead of excuses. Responsibility is the ability to respond ably and to make smart choices.

Self-discipline

Self-discipline means self-control. It is doing what you really want to do, rather than being tossed around by your feelings like a leaf in the wind. You act instead of react. You get things done in an orderly and efficient way. With self-discipline, you take charge of yourself.

Service

Service is giving to others, making a difference in their lives. You consider their needs as important as your own. Be helpful without waiting to be asked. Do every job with excellence. When you act with a spirit of service, you can change the world.

Tact

Tact is telling the truth kindly, considerate of how your words affect others' feelings. Think before you speak, knowing what is better left unsaid. When you are tactful, others find it easier to hear what you have to say. Tact builds bridges.

Thankfulness

Thankfulness is being grateful for what we have. It is an attitude of gratitude for learning, loving and being. Appreciate the little things that happen around you and within you every day. Think positively. Thankfulness brings contentment.

Tolerance

Being tolerant is accepting differences. You don't expect others to think, look, speak or act just like you. You are free of prejudice, knowing that all people have feelings, needs, hopes and dreams. Tolerance is also accepting things you wish were different with patience and flexibility.

Trust

Trust is having faith in someone or something. It is a positive attitude about life. You are confident that the right thing will happen without trying to control it or make it happen. Even when difficult things happen, trust helps us to find the gift or lesson in it.

Trustworthiness

Trustworthiness is being worthy of trust. People can count on you to do your best, to keep your word and to follow through on your commitments. You do what you say you will do. Trustworthiness is a key to success in anything you do.

Truthfulness

Truthfulness is being honest in your words and actions. You don't tell lies even to defend yourself. Don't listen to gossip or prejudice. See the truth for yourself. Don't try to be more than you are to impress others. Be yourself, your true self.

Understanding

Understanding is using your mind to think clearly, paying careful attention to see the meaning of things. An understanding mind gives you insights and wonderful ideas. An understanding heart gives you empathy and compassion for others. Understanding is the power to think and learn and also to care.

Unity

Unity helps us work and live together peacefully. We feel connected with each other and all living things. We value the specialness of each person as a gift, not as a reason to fight or be scared. With unity we accomplish more together than any of one of us could alone.

MORE INFO: <http://peterdavison.ca/virtues.html>

Virtues Acknowledgement

Bridging the Knowing – Doing Gap in character education and positive feedback.

It is well known that a work culture of appreciation and gratitude creates a positive working environment where people feel encouraged to do their best. The next generation of performance feedback is to create a climate of interaction where virtues of staff and management are routinely recognized and reinforced. The gifts of character are appropriately linked to the behavior.

How to Give a Virtues Acknowledgement

I see your _____ <virtue> _____ in helping _____

I acknowledge your _____ <virtue> _____ for the way you _____

Thank you for being _____ <virtue> _____ by _____

Example. The Baker said to normally lazy employee, “Thank you for being helpful by carrying that heavy sack over here. It saved my back.” The employee, encouraged by the reinforcement and affirmation changed his behavior.

“John your assertiveness today saved us from making a costly mistake. Thank you for having the courage to speak up.”

Giving a Virtues Correction

ACT with Tact. Make a virtues positivity sandwich **1. Acknowledge**, **2. Correct** and **3. Thank**

Use virtues to pinpoint ways that an employee is succeeding and the things that need to be improved.

I want to thank you for your _____ <insert virtue> _____ when _____.
The next time it could help if there was more _____ <insert desired virtue> _____ for the direction the meeting took. I know you have the patience to help out.

Quick Correction

What would help you to be more _____ <insert desired virtue> _____?

What would more _____ (eg., orderliness) look like in this situation?

Virtues Exploration

Name a virtue you saw in your home this week. _____

Name a virtue you see in your pet. _____

Name a virtue you used this morning to get ready for the day. _____

Name a virtue that you see in your partner or friend. _____

Name a virtue you might need when you go to work. _____

Name three virtues that you'd like to work on. _____

Name a virtue you could use when you go traveling. _____

Name a virtue you could use when you witness and injustice. _____

Name a virtue you could call on when trying something new. _____

Name a virtue you don't know much about. _____

Name a virtue you think you know a lot about. _____

Name a virtue you wish everyone practiced more at home. _____

Name three of your favorite virtues. _____

Name three virtues that can turn around a bad day. _____

Teachable Moments

1. Describe one of your darkest days at work.

Q. What virtues were needed and called upon?

2. Describe one of your shining moments at work.

Q. What virtues were involved?

(Optional : Interview in pairs and partner offers virtues acknowledgements.)

FACING FEELINGS



AGGRESSIVE



AGONIZED



AMUSED



ANGRY



ANXIOUS



APATHETIC



APOLOGETIC



ARROGANT



ASHAMED



BASHFUL



BLISSFUL



BOASTFUL



BORED



CAUTIOUS



COLD



COMPETITIVE



CONCENTRATING



CONFIDENT



CONFUSED



CONNIVING



CONTEMPT



CONTENTED



CRANKY



CREATIVE



CURIOUS



DELIGHTED



DEMURE



DEPRESSED



DETERMINED



DISAPPOINTED



DISAPPROVING



DISGUSTED



DISTASTEFUL



DOMINEERING



EAGER



EAVESDROPPING



ECSTATIC



EFFICIENT



EGOTISTICAL



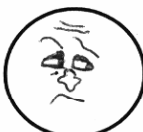
EMBARRASSED



ENRAGED



ENTHUSIASTIC



ENVOIOUS



EXASPERATED



EXERCISED



EXHAUSTED



EXPECTANT



FIENDISH



FORGETFUL



FRIGHTENED



FRUSTRATED



GOSSIPY



GRATEFUL



GREEDY



GRIEVING



GUILTY



HAPPY



HELPFUL



HELPLESS



HOMESICK



HOPEFUL



HORRIFIED



HOT



HUNGOVER



HURT



HYSTERICAL



IDIOTIC



IMPRESSED



INDIFFERENT



INFATUATED

FACING MORE FEELINGS



IRRESISTIBLE



INNOCENT



INSECURE



INSIGNIFICANT



INSPIRED



INTERESTED



JEALOUS



KIND



LAZY



LOADED



LONELY



LOVABLE



LUSTFUL



LOVESTRUCK



MARTYRED



MEDITATIVE



MELLOW



MISCHIEVOUS



MISERABLE



NAUSEATED



NEGATIVE



NERVOUS



NOBLE



NONCHALANT



NOSTALGIC



OBSTINATE



OPTIMISTIC



OVERWORKED



PAINED



PASSIVE



PARANOID



PERPLEXED



PRESSURED



PRUDISH



PUZZLED



REGRETFUL



RELIEVED



RESENTFUL



SAD



SATISFIED



SKEPTICAL



SCHEMING



SEDUCTIVE



SHEEPISH



SICK



SHOCKED



SMUG



SOPHISTICATED



SUCCESSFUL



SULKY



SURLY



SURPRISED



SUSPICIOUS



SYMPATHETIC



TALKATIVE



TEMPTED



TENDER



THOUGHTFUL



THREATENED



TIMID



TIRED



TRANSCENDED



TRIUMPHANT



TURNED-ON



TWO-FACED



UNDECIDED



UNEASY



VULNERABLE



WITHDRAWN



WORRIED

Resources for Deepening Engagement

Books/Self-Study Guides	Price	Quantity
<p>Leadership and Self Deception: Getting Out of the Box <i>How self-deception kills performance and what you can do about it.</i></p>	\$19.95	_____ <i>Leadership</i>
<p>The Anatomy of Peace: Resolving the Heart of Conflict <i>See people as people and stop perpetuating the problems we are trying to solve.</i></p>	\$19.95	_____ <i>Anatomy of Peace</i>
<p>Healthy Relationships Program <i>A critically-acclaimed violence-prevention guide featuring over 50 activities.</i></p>	\$69.95	_____ <i>Healthy Relationships</i>

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<p>How to Wake Up Happy and Do What You Love! – Audio CD with Study Guide <i>Your days are your life in miniature, rise and shine!</i></p>	\$19.95	_____ <i>Wake Happy CD</i>
<p>How to Deal With Difficult People for Good! – Audio CD with Study Guide <i>What if other people are not failed attempts at being me?</i></p>	\$19.95	_____ <i>Difficult People CD</i>
<p>Disk 1: Inspired Living – Disk 2 Fulfilling Work <i>A double disk set featuring the infamous chocolate meditation and other insights!</i></p>	\$19.95	_____ <i>Inspired Insights CD</i>

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<p>Dreamweavers: A Guide to Awakening Intentional Living – DVD with Study Guide <i>The easiest way to realize your dreams is to wake up...</i></p>	\$19.95	_____ <i>Dreamweavers DVD</i>
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Peter Davison is an international motivational speaker and training leader whose tales and tools enrich relationships, deepen engagement and promote productive attitudes for the greater good.

Success Formula: Valuing Self, Others and Service = Healthy Emotional Connections = Fulfilling Employee Engagement = Service Excellence = Individual, Organizational & Community Prosperity...

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