



“THE INTEGRITY IMPERATIVE”

Keynote-Conference Speech for Conventions,
Meetings, Training Sessions



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OUTLINE

“THE INTEGRITY IMPERATIVE”

PRESENTATION OUTLINE

INTRODUCTION

1. Ranks First in Importance
2. Word Integrity Commonly Used
3. Expected and Sought After, Yet Rarely Defined
4. Conduct Exemplifying Performance With Integrity
5. Benefits and Pay-Offs
6. The Climate of the Times
7. Four Points for Consideration

BODY

Point One: Authoritative Meaning of Integrity

1. Adherence to Principles
2. Principles that Withstand Scrutiny
3. Irrespective of Stress, Difficulty, Inconvenience
4. Standing by the Right Ideas
- 5 Distinguished From Honesty
6. Distinguished From Courage
7. Distinguished From Ethical Behavior
8. Entails Right Choices, at Right Time, for Right Reasons

Point Two: Three Fundamental Tenets

A.

1. Fidelity to the Truth
2. Truth a Supreme Value
3. Never Wrong in Any Organization
4. Harry Beckwith's Admonition

B.

1. Willingness to Declare Convictions
2. Silence a Statement of Consent
3. Effect Upon Others
4. Two Critical Questions



C.

1. Actions Cemented to Convictions
2. Chairperson Brooksley Borne of the FCTC

Point Three: Motivators of Upright Conduct

1. Forces Compelling Right Choices
2. Multiple Elements at Work
3. Role of Self-Respect
4. Example of Pablo Casals

Point Four: Antagonists and Adversaries

1. The Conspicuous Ones
2. Falsehood and Fabrications
3. A Retired Naval Officer Proves the Point
4. Hypocrisy
5. Expediency
6. Distinguishing the How's From the What's
7. The More Deceptive Impediments

CONCLUSION

1. Requisites of the Continuing Effort
2. The Triumph of Character
3. Once Lost Torment to Regain
4. Difficult Circumstances, Integrity, Right Choices

