

Is Goodness is Good for Business?

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Can We Lead from Goodness to Greatness?

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**GOT A LITTLE
GOODNESS
IN YA?
GD-09**

Goodness is that little pilot light of value, success, and satisfaction that is often cast aside. The old business model was about taking, the new model is about sharing and contributing.

Goodness is our greatest hope in a new economy, a new world of constant change where learning to collaborate and create solutions, learning to seek the good is the only path to sustainable success. Yes, leading from goodness to greatness is the benchmark of sustainable leadership.

Goodness does not mean dumbing down, nor does it mean living in the world of the warm and fuzzies. What it does mean is a return to a focus on the cardinal ethical imperatives that has

always created the best in ourselves, in those we serve, those we lead and those who we have chosen to lead us.

Goodness is expressed in the services and products we sell. Goodness is transmitted through our shareholder, stakeholder and client relationships. Goodness means winning. Winning through sharing, winning through learning, winning through teaching, winning through collaborating, winning through inspiring the best in ourselves and others, winning by aligning that which we need with that which we create, winning by contributing, winning by becoming human centric and using our human centricity to align the power of our heads and our hearts.

We need to become human centric. The leader who can communicate goodness, authenticity, shared value, will drive success. All that is truly gold is good. All that is truly good is gold. And in a world, in a marketplace where goodness is the exception to the rule; those who will differentiate the way they serve, promote and sell their goods and treat their constituents by doing so with goodness, may very well achieve greatness.

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