

MORAL LEADERSHIP FRAMEWORK

LET PURPOSE LEAD

Leaders gain moral authority when they define a worthy, valuable, and noble purpose, one connected to human progress, and frame the path ahead as a journey.

INSPIRE AND ELEVATE OTHERS

Moral leaders create an atmosphere where people feel trusted, are passionate and loyal to the mission, and are willing to take the risks inherent in striving toward achievements of significance.

BE ANIMATED BY VALUES AND VIRTUES

Moral leaders live their values and act on their principles, even when uncomfortable, difficult, or inconvenient. Their behavior is animated by virtuous qualities of character—for instance, patience, courage, and empathy.

BUILD MORAL MUSCLE

Being a moral leader requires constant wrestling with questions of right and wrong, fairness and justice. Moral leaders regularly ask themselves if what they are doing is compatible with their purpose. They build moral wisdom by inviting others to join in these discussions and by taking responsibility for their behavior.