

GUIDING PRINCIPLES

Coach U

Corporate Coach U



1

People Have Something in Common:

We return to our common connections by loving, honoring and valuing ourselves and others.

People are drawn together in companies through a compelling mission, and shared values.



2

People Are Inquisitive:

Wonder, curiosity and inquiry are the source of all learning.

Organizations that encourage curiosity accelerate learning and creativity.



3

People Contribute:

Contribution based on purpose generates true fulfillment.

When organizations recognize individual contribution, they grow leaders at every level.



4

People Grow from Connection:

Connection is the wellspring of creativity.

Collaboration is a conduit for enhancing people's strengths and generating innovative solutions.



5

People Seek Value:

Listening provides an ever-present access to value.

Listening beyond words is the currency of valuing human capital.



6

People Act in Their Own Interest:

Discernment reveals the opportunities in every situation.

When people make the shift from self-interest to self-responsibility, it enhances the quality of interaction with colleagues and clients.



7

People Live from their Perception:

An inclusive, present-based perception of reality is the platform for effective action.

Recognizing that people perceive reality through their own filters leads to effective communication and creates a platform for positive action.



8

People Have a Choice:

Awareness is the precursor to choice.

Shifting perspectives expands awareness and reveals new choices.



9

People Define their Own Integrity:

The vigilant development of the fit between conduct and calling creates integrity.

Integrity for individuals comes from continuous alignment between the organization's mission, vision, and values, and their own.