

# WINTEGRITY®

*WIN WITH ETHICS, TRUST AND INTEGRITY*

## **SALES LEADERS WORKBOOK**



**Linda Swindling**

# INTRODUCTION

**E**xhibiting ethics takes intention, discipline, and even courage. Daily choices of integrity build your ability to face even the toughest trials. Found in the word “integrity” is the word “grit.” Choosing to do the right thing requires grit. Taking a stand against wrongdoing isn’t always easy or popular.

## **Definition of Wintegritty**

Wintegritty builds on the concept of interest-based negotiations and problem solving. You may already seek “win-win” outcomes and consider others’ interests. Wintegritty expands the concept and intentionally includes the interests of all who may be affected, even those not present. The objective is to produce “win-win-win” results created with ethical practices supported by multiple people.

Wintegritty is:

- ➔ Acting in an ethical manner no matter what.
- ➔ Promoting the interests for all involved including your own.
- ➔ Making the best “right” decisions to build trust and respect.
- ➔ Creating solutions with the expectation that winning outcomes are possible for all involved.
- ➔ Considering resources involved and other stakeholders although they are not present or involved in the negotiation, deal, or transaction.

## Use This Book as a Map

This book offers guidelines to help you chart your route to success. If you apply the tools and practices, you can steer clear of potential disasters and help negotiate the situations you encounter.

Think of this book as a map and your ethics as your compass. Just as you keep the needle heading towards true north, commit to doing what you know is right. On your journey pay close attention to your choices. Apply the principles of wintegrity to help you stay on course and reach your destination.



*We all have within us our own Polaris, or True North, a fixed inner compass that we can look to for safe and reliable guidance when we feel we have lost our way.*

~ Anne Bruce, author of *Discover True North*



Navigating with wintegrity has a positive and lasting impact on your organization's culture, on your industry, and ultimately, on society. Whether you are an employee, a leader, a client, a parent, or a teenager, the principles and strategies can help you *win* in your personal and business relationships with *integrity*.

**WINGTEGRITY MEANS**

***WIN WITH INTEGRITY***

# MY ACTION PLAN

*Answer these questions to reflect on your journey to date.*

Up to this point in your life, whose guidance has helped you the most as you navigate right from wrong?

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Where have you seen someone act in an ethical matter, even when no one is aware of the basis of the decision?

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What bothers you the most when you think of unethical behavior?

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## Wintegrity Challenge



Based on your reading and responses above, complete this statement.

*To improve my wintegrity journey, I commit to:*

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# MY ACTION PLAN

*Answer these questions to support your integrity journey.*

Consider people you admire for their integrity and credibility. What characteristics show that they “walk their talk”?

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What one or two character traits could you strengthen to enhance your good reputation?

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What does your personal code of ethics contain?

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## Wintegrity Challenge



Based on your reading and responses, complete this statement.

*To improve my personal integrity journey, I commit to:*

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# MY ACTION PLAN

*Answer these questions to support your journey of treating others with respect and integrity.*

Who could you help that you aren't required to help? How?

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How can you show gratitude to one person each day this week? Be specific in recognizing how he/she helped.

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What mistake or miscommunication can you correct? How can you respectfully apologize to the person/people affected?

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## Wintegrity Challenge



Based on your reading and responses, complete this statement.

*To improve how I respect and treat others, I commit to:*

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## MY ACTION PLAN

*Answer these questions to support your ethical journey.*

What questions could you apply to the next big decision you face?

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What changes would improve your ethical reflection in the mirror?  
How will you make those changes?

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What measures do you have in place to protect you and those around you against unacceptable behavior?

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### Wintegritty Challenge



Based on your reading and responses, complete this statement.

*To improve my ethical journey, I commit to:*

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# MY ACTION PLAN

*Answer these questions to support your respect journey.*

What would help others feel respected and/or more at ease?  
How could you assist?

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What stressors cause you to complain or become negative?

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How can you avoid making excuses or complaining for a week?

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## Wintegritty Challenge



Based on your reading and responses, complete this statement.

*To improve my journey towards respect, I commit to:*

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# MY ACTION PLAN

*Answer these questions to support your leadership journey.*

To whom do you go for advice when you are unsure or in doubt?

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What do you say when someone makes mistakes on work that affects you?

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Where can you do a better job involving others?

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## Wintegritty Challenge



Based on your reading and responses, complete this statement.

*To improve my leadership journey, I commit to:*

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# MY ACTION PLAN

*Answer these questions to support your trust journey.*

Watch someone with the “trust factor”. What behaviors and words do they use?

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What rules can you and your team create to improve your meetings?

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How could you build trust with two people this week?

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## Wintegritty Challenge



Based on your reading and responses, complete this statement.

*To improve my trust journey, I commit to:*

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# MY ACTION PLAN

*Answer these questions to support your journey to do the right thing.*

What one decision could you take to a trusted advisor for advice?

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How have you tactfully handled a potentially unethical situation?

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Identify one project that could be structured to also give back to the community or non-profit. How can you make it happen?

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## Wintegritty Challenge



Based on your reading and responses, complete this statement.

*To continue my efforts to do more of what's right, I commit to:*

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# **WINTEGRITY MEANS**

*WIN WITH INTEGRITY*

*WALK YOUR TALK*

*TREAT OTHERS THE BEST POSSIBLE WAY*

*COMMIT TO HIGH STANDARDS*

*RESPECT PEOPLE AND RESOURCES*

*CREATE AND FOLLOW TEAM RULES*

*MODEL THE BEHAVIOR YOU WANT*

*CONSIDER YOUR IMPACT ON THE WORLD*

# MY ACTION PLAN

*Based on your reading, reflection, and responses:*

What will you do more of?

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What will you do less of?

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What will you do more effectively?

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Plot your course with high standards. Go seek ethical solutions that benefit all involved. Pay great attention to trust and honesty. Help others win and accomplish their goals with integrity. Make a positive impact on the world. May all your relationships and adventures be filled with winteegrity!

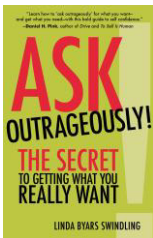
***Journey On with Winteegrity!***

# A Note of Thanks

This book would not have been possible without Eric Harvey, president of *The Walk the Talk Company*. Eric published *The Manager's High-Performance Handbook* and co-authored the *Passport to Success* series book on ethics, *Do the Right Thing*. Thank you, Zan Jones. Without your guidance, this book wouldn't have come to fruition. Tim Cocklin, thanks for your creativity with this book. And thank you to my family, friends, clients, and readers.

## Resources

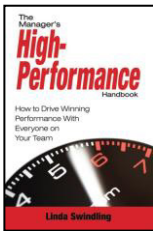
Statistics, data, and rankings found in this book are derived from research conducted in conjunction with the following books, also authored by Linda Byars Swindling, JD, CSP.



### ***Ask Outrageously!***

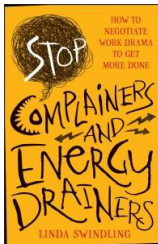
#### ***The Secret to Getting What You Really Want***

Asking outrageously does not mean being obnoxious or taking advantage of others. It means making a bold ask to reach amazing outcomes...just by asking.



### ***The Manager's High-Performance Handbook How to Drive Winning Performance with Everyone on Your Team***

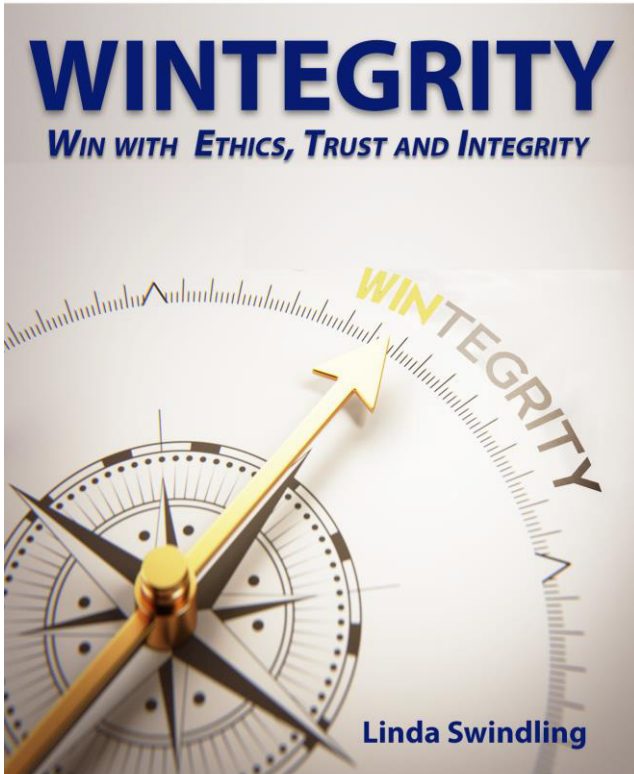
On a high-performance team everyone is committed to a common purpose. Members are trusting, innovative, and collaborative. They provide superior results and gain winning outcomes.



### ***Stop Complainers & Energy Drainers: How to Negotiate Work Drama to Get More Done***

Constant complainers take up resources, time, and mental bandwidth in the workplace. When you change a culture of complainers to one of contributors, you boost morale and get more done with less drama.

# How to Order this Book



To order additional copies of this book visit [Amazon.com](https://www.amazon.com).

For quantity discounts of 100 books or more, please email [info@LindaSwindling.com](mailto:info@LindaSwindling.com) or call (972) 416-3652.

**Books and additional resources can be found at  
[LindaSwindling.com](https://www.LindaSwindling.com).**

## **About the Author**

From the courtroom to the boardroom, Linda Byars Swindling, JD, CSP, knows firsthand about ethical communication and influencing decision makers. Her specialty is helping people communicate powerfully so others will listen. Linda is the owner of Journey On, a speaking and professional development firm. She is an experienced consultant, keynote speaker, executive coach, master facilitator, and a TEDxSMU presenter.

## **How Can I Work with Linda?**

Linda works with organizations that want to realize appreciable results in the areas of negotiation, communication, sales, team effectiveness, high performance, and leadership. Her interactive style focuses on achieving goals, finding solutions, increasing profitability, and strategically gaining support and influence.

### **Ask Linda to Keynote Your Next Conference**

Her most popular speeches are:

- Ask Outrageously! The Secret to Getting What You Really Want
- Positively Negotiate Work Drama
- High-Performance Secrets for High-Stakes Results
- Wintegrity: You Don't Have to Be a Jerk to Get Deals that Work

### **Ask Linda to Emcee or Moderate Your Event**

### **Ask Linda to Facilitate Your Strategic or Leadership Meeting**

### **Ask Linda to Help You Grow Your Leaders**

**LindaSwindling.com**

