

On My Honor, I Will

by Gary Tomlinson

“Learning from the school of hard knocks can be very informing, but often the tuition is too high! We should learn from other people’s experiences.” The purpose of this column is to share great business wisdom from the experiences of authors like Jim Collins, Michael Gerber, Gary Harpst, Michael LeBoeuf, Ron Willingham, Randy Pennington and others. Because when you combine great business education with your own business experiences the outcome you’ll receive is far greater than the sum of its parts.

The wisdom of Randy Pennington’s new book; *On My Honor, I Will – The Journey to Integrity-Driven Leadership* has been chosen to share with you this week. The seed for this book began with five words: **“He’s a REAL BOY SCOUT.”** Those words were spoken to Randy Pennington by his client who used them to describe his boss. They were not meant as a compliment. His client’s contention that honor and integrity are not consistent with long-term success concerned Randy then and continues to do so today. It was the catalyst that caused him to write this book.

Unfortunately his client’s belief is shared by many others today. “A quick scan of recent headlines indicates that there are many who continue to sacrifice honor, integrity, duty and service at the altar of expedience. Some of them are elected officials, some of them are business leaders – and sadly, they seem to be everywhere. Lack of trust is common. It destroys relationships and prevents people from working together to improve their situations. It doesn’t matter if we are talking about governments, corporations, schools, religious institutions or families.”

“We need leaders who earn trust and credibility by their actions and interactions with others. We need leaders who can innovate to meet the challenges of change without selling out to the lure of shortcuts that place short-term return over long-term effectiveness. We need leaders who are concerned with doing what is right and who are not worried about who is right.”

On My Honor, I Will is a book about how to lead and live with integrity. However, it’s more than just ethics. “Ethical intention without action toward a goal simply makes you feel better about achieving nothing. This book is about taking action.” It shows you how to:

- Identify and follow the core principles on which you and your organization will stand in good times and bad.
- Earn and maintain the trust of others.
- Respond effectively to questionable and difficult situations that arise.
- Build a vibrant, nimble organization that is known and respected for its integrity with customers, employees, and vendors.

- Nurture, grow, and influence a new generation of leaders recognized for achieving amazing results by using its principles as a strength.

Randy Pennington's goal is to show how traditional principles and values – like those articulated in the Boy Scout Oath – provide a blueprint for leadership that builds trust while achieving results. He believes there is no better model for success as a leader, whatever your walk of life, than the forty words that make up the Scout Oath:

*On my honor I will do my best
To do my duty to God and my country
and to obey the Scout Law;
To help other people at all times;
To keep myself physically strong,
mentally awake, and morally straight.*

On My Honor, I Will is your starting point toward the journey to Integrity-driven leadership. You can purchase *On My Honor, I Will* at all major booksellers or order from Amazon. For more information about Randy Pennington visit his website at www.penningtongroup.com.

Gary Tomlinson is an entrepreneur and founder of five successful businesses. He is a business consultant specializing in strategy execution management. He works with senior leaders to help clarify and achieve their organizational initiatives by using a unique and dynamic strategy execution management system, called KeyneLink. This incredible system is part process, part software and part roadmap and enables companies to close the gap between planning and implementation. You can engage Gary at gary@gary-tomlinson.com or visit his website at www.gary-tomlinson.com