

THE 4-V MODEL OF ETHICAL LEADERSHIP

We have found that people who want to become leaders who make a difference need to embrace an inner journey of integrity and make an outer commitment to the common good. Our leadership development approach begins with this inner journey. Individuals discover and claim their core values, develop a vision for how the world could be different, find their personal voice for expressing their vision.

They then move to an outer commitment of living and behaving in ways that serve the community and advance the common good. They ask, “leadership for what purpose?” The ultimate purpose of leadership is to shape a future that is visionary, inclusive, and enables all members of society to fulfill their needs, dreams and potentials.

- **Values.** Ethical leadership begins with an understanding of and commitment to our individual core values. By first discovering the values at the core of our identities, we begin the process of integrating our unique values with our choice-making on all levels of our personal and civic lives.
- **Vision.** Vision is the ability to frame our actions – particularly in service to others – within a real picture of *what ought to be*.
- **Voice.** Claiming our voice is the process of articulating our vision to others in an authentic and convincing way that animates and motivates them to action.
- **Virtue.** Understanding that we become what we practice, we foster virtue by practicing virtuous behavior – striving to do what is right and good. In this way, we develop the character of virtue. In particular, virtue stands for the common good. Ethical leaders ask, “How are my values, vision and voice in keeping with the common good?”

