

# MORAL LEADERSHIP



USE IT OR LOSE IT!

**MORAL  
LEADERSHIP CAN  
BE THE ULTIMATE  
COMPETITIVE  
ADVANTAGE IN  
TODAY'S BUSINESS  
LANDSCAPE**

**TRUST** DEPENDS ON  
HOW CONVINCED  
PEOPLE ARE THAT YOU  
ARE A PERSON OF  
YOUR WORD, YOUR  
VALUES AND HOW  
DECISIVELY **YOU LIVE**  
BY YOUR OWN  
CONVICTIONS.

WE FIND OURSELVES  
TODAY IN THE WORLD OF  
BUSINESS THAT IS BEING  
CHALLENGED BY BOTH  
MORAL AND ETHICAL  
LEADERSHIP AND OFTEN  
ORGANIZATIONS AND  
LEADERS SEEM TO COME  
UP **SHORT** ON BOTH.

MOST CULTURE CHANGE AND  
LEADERSHIP DEVELOPMENT  
PROGRAMMES **DON'T FOCUS**  
ENOUGH ON DEVELOPING THE  
MORAL AND ETHICAL  
LEADERSHIP **MUSCLE.**

THIS THEN LEADS TO  
“**ATROPHY**” AND A SUBSEQUENT  
DETERIORATION IN  
DECISION-MAKING WHEN IT  
COMES TO JUDGEMENTS AND  
BEHAVIOURS.

LEADERS NEED TO DEVELOP BOTH  
THEIR MORAL AND ETHICAL  
MUSCLE AND ORGANIZATIONS  
NEED TO ENSURE THAT THEY  
OPERATE WITH **LIVING VALUES.**

OTHERWISE, DON'T BE SURPRISED  
ABOUT ORGANISATIONAL CRISES,  
LEADERSHIP **FAILURES** AND  
TALENT DISILLUSIONMENT.

**USE IT OR LOSE IT!**

# Disrupt Your Limits.®

## NOTHING TO LOSE. EVERYTHING TO GAIN.

Book a free 30 minute confidential consultation with me about our Signature Leadership Development Programmes which develop the moral and ethical “muscle” in leaders:  
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Email: [normmurray@nStratagem.com](mailto:normmurray@nStratagem.com)

WhatsApp (UK): [+44\(0\)7522260195](https://wa.me/4407522260195)

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