

### **The Tip #3**

You earn respect by how you live, not by what you demand. Do you demand or command respect?

### **The Tale #3**

Years ago, I read David Brooks' article on a very important distinction – that of eulogy virtues as opposed to resume virtues. Brooks' observation was that there were certain people in life who exuded an appealing, honest energy, humility and integrity who were not consumed by their own social media posts, were not scrambling to rise to the top through self-promotion. He rightly concluded that these people lived life in accordance with a set of eulogy virtues.

*“It occurred to me that there were two sets of virtues, the résumé virtues and the eulogy virtues. The résumé virtues are the skills you bring to the marketplace. The eulogy virtues are the ones that are talked about at your funeral – whether you were kind, brave, honest or faithful. Were you capable of deep love?”*

Brooks outlines the deeper characteristics which define people who exemplify eulogy virtues and contrasts them with those who will do no more than exemplify resume virtues.

*“Many of us are clearer on how to build an external career than on how to build inner character.”*

Imagining how you would want your work colleagues to describe you if or when you are no longer the leader and then living your life in ways that reflect those sentiments, may require a shift in some people's way of being.



What if we did the same thing with our schools and businesses?

What would you like people to say about your school or business in 25 year's time? Josh Levine ([Great Mondays – how to design a company culture employees love](#)) outlines ways that we can explore your purpose (Vision) within a company/school. In a similar way that Brooks asks us to consider eulogy virtues, Levine asks us to imagine how we'd describe the school (or company) if it ceased to exist in 25 years. Why will the school be remembered? What were the school's greatest accomplishments? How did it change the world of education? After it's gone, why will it be remembered? Levine asks us to write an obituary!

In essence, this will help illuminate from your employees or school leaders' aspects of the school's reason to exist.

Need help with teasing out eulogy and resume virtues? Are you distinguishing between your eulogy and resume virtues sufficiently to guide your leadership? Coaching/Mentoring (Moaching) can help. Call +61 410 586 700 **Be and Become**.

