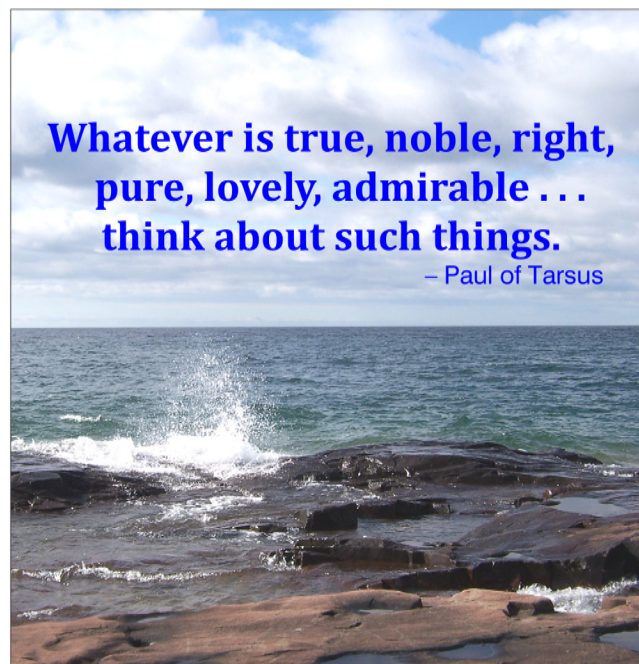


## 5 Things Every Leader Should Know About IDEALS

*Simple reminders for values-oriented leaders.*



1. *Ideals* are values and models of excellence. They are high standards and examples that are worthy of imitation and replication in an organization or an individual.
2. *Ideals* include statements of mission, vision and goals. Written statements of *Ideals* help keep individuals and teams focused on what is important.
3. Shared *Ideals* enhance relationships, performance, job satisfaction, product or service quality, and overall quality of life.
4. *Ideals* are continually challenged by distractions, interruptions, trivia and others things of lesser importance.
5. Wise leaders regularly remind self and others about *Ideals*.



Visit [12seeds.org](http://12seeds.org) for more on *Ideals*.