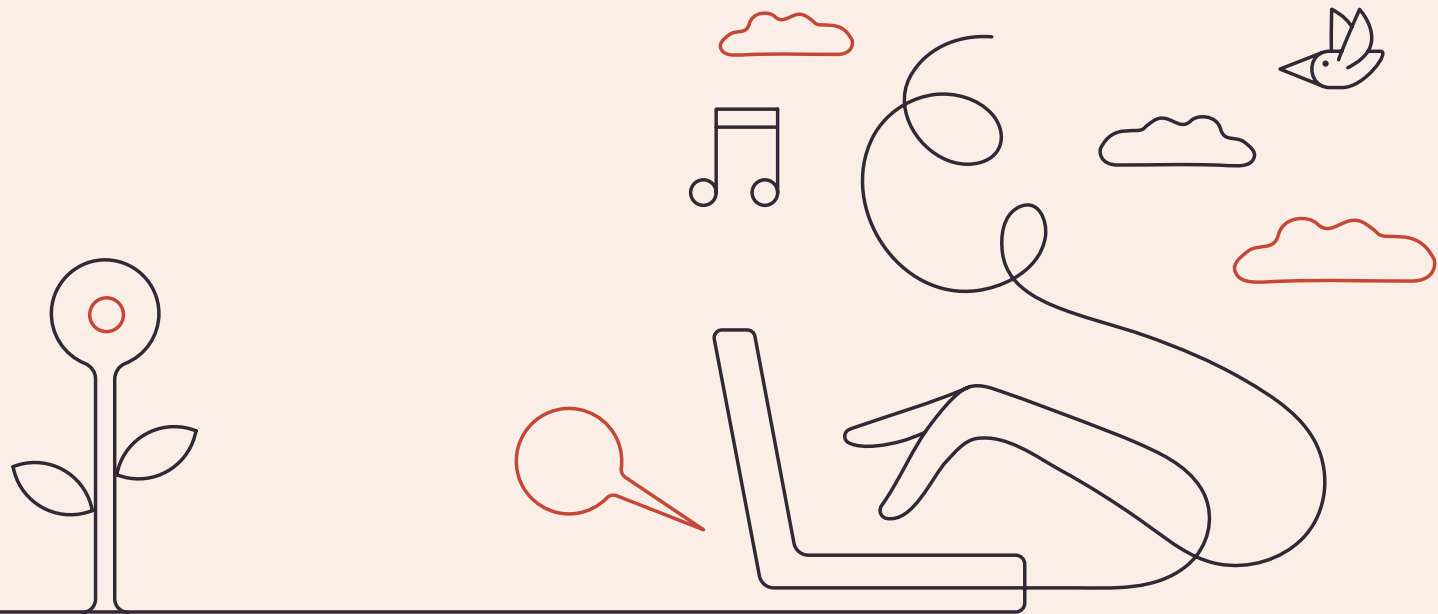


Three reasons character matters to your business

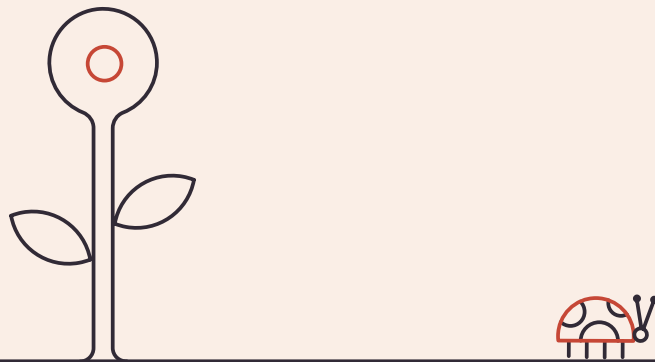


So long as there are human beings working together to make things happen, and so long as there is management and leadership to enable teams of people to do those things, and so long as there are individuals within those teams, success depends on the relationships between those individuals. It also depends on the qualities of the individuals themselves.

Now think of your best long-term experience at work. And think of the people you were working with. They will have been outstanding not just in what they did, but in how they were and how they behaved. People who understood, respected, valued, and inspired each other, generous of spirit and secure in their own worth. Equally, none of us would seek to work in a team of people who are none of those things, or who could not be trusted morally or professionally.

One shorthand for explaining the differences between individuals is by thinking about their – and your – character. How does the individual character of your team members influence the success of your team effort and your wider organisation?

At Heartstyles we have identified **three key ways in which people of strong character naturally build your business:**



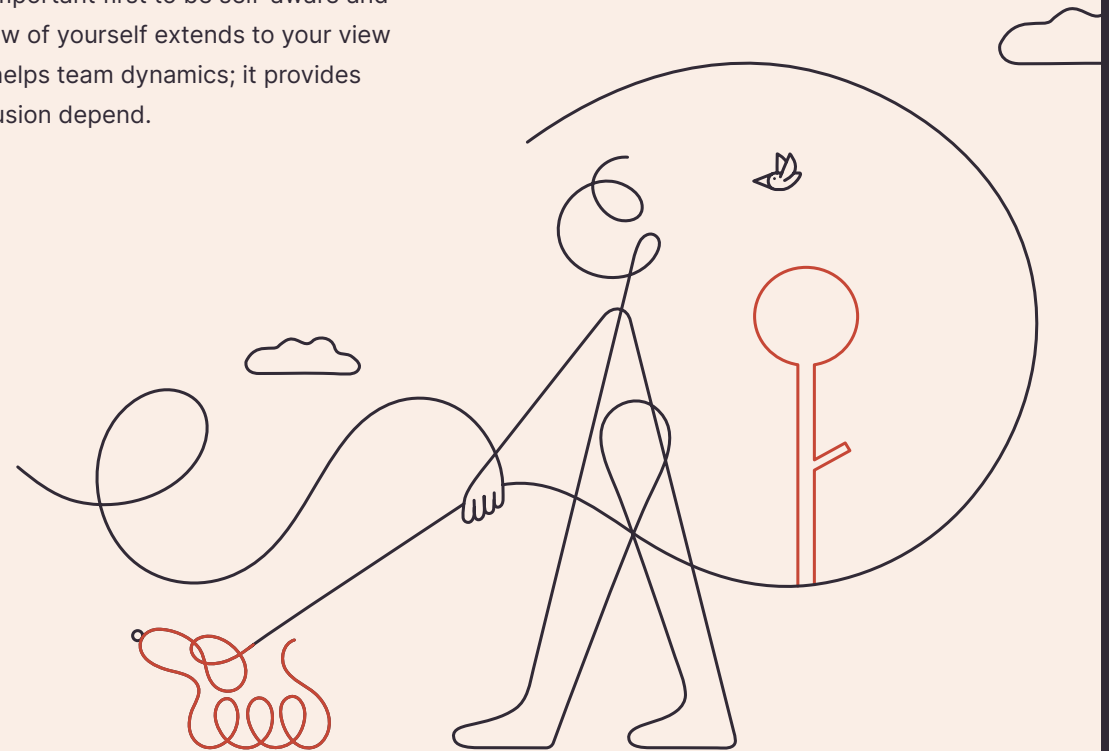
First, strong character helps individuals forge strong relationships within teams.

These relationships are vital in all individual, team and organisational interactions. Good interactions in turn foster good team dynamics and enable great leadership and are necessary for more effective working. And more effective working means more productivity and more value created. In the organisation as a whole, a network of higher-performing teams comprising reliable and trustworthy individuals makes for a healthier culture.



Second, strong character helps self-awareness, self-confidence and self-validation.

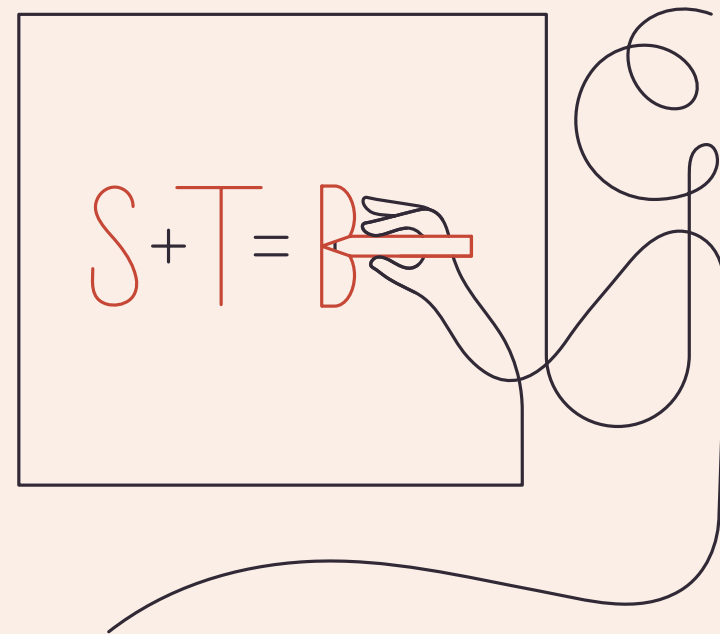
One lesson of maturity – in fact, of adult development – is that validation by others is not all-important; mature, developed adults are able to move the locus of control over their actions from external to internal. They act from principle or belief, not because they are told what to do; they behave well when no one is watching them. This gives them a form of mental resilience, a resistance to sudden and unimportant influences, and engenders a form of mental well-being. But to arrive at and remain in this mindset it is important first to be self-aware and to come to value yourself. Character development helps in both. And this view of yourself extends to your view of others: being self-aware and considering others as important as oneself helps team dynamics; it provides the self-respect and respect for others on which equality, diversity, and inclusion depend.



Third, strong character helps you behave well and perform well under pressure.

The Heartstyles method of developing strength of character increases our capacity to choose effective behaviours – even under stress. Unfortunately, it is not just the stresses of the present we have to contend with, but of our past and future too. So a dependable and repeatable way of dealing with stressful situations can be helpful: $S+T=B$. The 'S' stands for 'Situation', the 'T' is for 'Thinking' and the resulting 'B' is 'Behaviour'. In essence, the formula simply states that certain situations prompt us to think in certain ways, and we act accordingly.

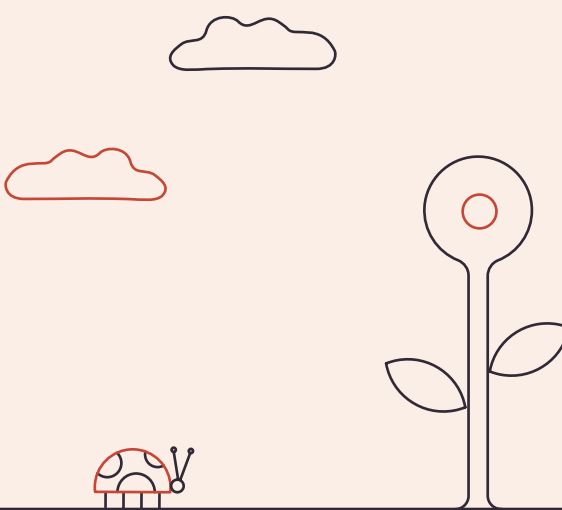
Once we can become aware of how and what we are thinking, we can change the patterns of habitual reaction. In a business context, that means flexible thinking and higher performance in times of pressure and uncertainty. Adult life has many challenges at work and at home; these are often unexpected and can be overwhelming. In essence, strong character helps you cope with what life throws at you.





Now, think again of that great experience at work. It is highly likely that those around you had the qualities of character that we list here: the ability to form strong relationships, to be self-aware and able to value themselves and others, and to behave and perform well under pressure. These are the three gifts of character to business: forming relationships, maintaining self-worth, and performing under pressure; none of these qualities are taught overtly in our education systems, and consequently it's left to the individual to pretty much sink or swim. However, it needn't be left to chance.

Heartstyles brings explicit attention to developing character in a business context meaning that people can work better within and between teams, have a better sense of their own worth and those around them, and can better cope with stress and uncertainty. This is one of the ways (and by no means the only one) in which, by becoming more self-aware as individuals, people can work with each other to grow the business. And who would not want to be one of those people and to be surrounded by them at work?



“Ineffective behaviours are arguably the biggest hidden cost in your business.”

Jens Hofma – CEO, Pizza Hut Restaurants UK

If you're interested in exploring how character development can enhance effective behaviours in your organisation, we'd love to have a conversation with you.

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