

## INTEGRITY ASSET #5

### MANAGING CAUSE & EFFECT

*I practice releasing the Lesser to achieve the More.*

“Everything you want in life has a price to it. There is a price to pay if you want to make things better, a price to pay for leaving things as they are, a price for everything.”

Harry Browne

Will America’s professional and business leaders act upon the clarion call for transparent, ethical leadership in Washington, on Wall Street and down Main Street? The answer will not be found in mission statements, human resource compliance or governmental regulation. The answer can be found in a straightforward statement from Dwight Eisenhower, our 34<sup>th</sup> president: “There is no victory at bargain basement prices.”

Managing cause and effect operates with an exact equation: To achieve the More, release the Lesser. Brian, a friend of many years, gave a major address, *Managing In An Unmanageable World*, to the Indonesia Petroleum Association when he was President of the Unocal Indonesia Company. He began his address stating, “I don’t think you can talk about business ethics as something apart from personal ethics.”

Brian nailed a big ethical issue. Are there two ethical worlds? Is there the ethical world of what we do personally and another world of what we do professionally? Is one ethical world guided by the spirit of the law while another ethical world is governed by the letter of the law?

The call for the ethical clarity that reframes trust in the corridors of Congress, the culture of organizations, corporate board rooms and in the ink of a good deal rests in the ethical mind of leadership that knows integrity has its exacting price. It is the gold standard that places a premium on the value of trust. When it is present; it makes things work; Whenever integrity is breached, harm is caused.

Integrity’s competitive asset of managing cause and effect is a powerful tool for business professionals. It is our integrity barometer that constantly measures our integrity journey moment by moment; decision by decision; relationship by relationship.

## Mission Integrity Action

Watch the decisions you make and actions you take at work this week using your personal integrity barometer. Ask yourself: Did this decision harm or help? Did this action get me closer or further from my goals in working collaboratively. Observe how the Cause & Effect measurement offers guidance to your ethical mind's work as an influencer for good.

Journeying with you...inspiring ethical excellence!

Russ Williams



Russ Williams contributes to articles on professional growth for readers of California Broker Magazine. He serves as a mentor-advisor and offers one-on-one professional consultations based on *The Clarity Conversation*, a 9-Session Self-Renewal Consultation focused on overcoming nagging personal-professional challenges to re-claim personal-professional clarity renewing your influence for good at home, at work, and in the community.

### WHAT HAVE PEOPLE EXPERIENCED IN THEIR MENTOR-GUIDED RENEWAL WITH RUSS

- ❖ *My **Clarity Conversation** with Russ has been a wonderful experience. Initially, I approached him with three issues, both personal and professional. He provided a process to work through them with purpose and confidence. I looked forward to our meetings as I gained additional tools and insight to my topics and to celebrate the strides I have achieved.*
- ❖ *During our time together, Russ has provided me with clarity of vision and purpose in areas of confusion to move beyond my own negative scripted past and help me make great choices to advance my life purpose. Russ helped me articulate a brilliant blueprint for the next 18 months of my life, transforming my perspective and goals. Frankly, I can't wait for our next session.*
- ❖ *Working with Russ has brought tremendous focus and energy to fulfilling my heart's desires as an individual and professional. What I most gained from the Clarity Conversation is not only a sense of peace and in my direction but an exciting realization that my goal is much more reachable than I have ever imagined. Russ is an insightful guide.*

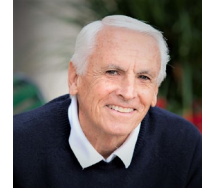
Your *Clarity Conversation Consult* awakens a re-energized You!

To set up your 2-month *Clarity Conversation Consult*

Contact Russ Williams at

949-254-5205

[centerjcce@aol.com](mailto:centerjcce@aol.com)



## ***Finding Understanding ...Taking Action*** ***The Clarity Conversation***

*“Do not be conformed to this world, but be transformed by the renewal of your mind.”*  
*Romans 12:2*

You might desire to explore a 2-month *Clarity Conversation* with Russ Williams. Whether you’re busily engaged in your personal-professional life or experiencing your retirement years, take 2-minutes to read about an opportunity that might interest you...to claim your quietly held desire to renew...YOU.

Have you noticed over a period of months, a year, or even longer, your *self-conversations* have been salt & peppered with a storyline...your hunger for life-renewal. Clearly, you know you shoulder a bundle of responsibilities. But, equally so, you know you are carrying a steady, silent self-narrative:

**You desire to experience life-renewal to purposefully re-shape, re-define and re-energize...YOU!**

**Now...**you are nudging yourself to take action. For a moment, *imagine...Now...* finds you on a mountain trail. You come around a bend to capture the view of a trail leading to a Summit. The summit trail claims your attention. You ask yourself: Could I benefit having a trusted Mentor-Guide to accompany me on the Summit Trail Journey leading me to personal and/or professional renewal? Is your answer **YES?**

An opportunity awaits you...**Now!**

### ***The Clarity Conversation***

***YOUR INFLUENCE FOR GOOD LIFE MISSION***

***At Home, At Work and in the Communities of Your Interests***

A 2-month Self-Renewal Journey to claim personal and/or professional clarity

Russ Williams serves as your *Clarity Conversation* Mentor-Guide. The *Clarity Conversation Consult* includes learning about your Life Chapters, providing insight about the bends in the trail of your ever-evolving life journey.

The *Clarity Conversation Consult* is a 2-Month Commitment. The 9-Session Consult Fee is **\$800.00**

**Month 1: (4) 1-Hour Sessions**      **\$100** each session/**\$400** all sessions

**Month 2: (5) 1-Hour Sessions**      **\$ 80** each session/**\$400** all sessions

What is the outcome of your six-month *Clarity Conversation Consult*? You experience personal and professional life-affirming movement as you revitalize your influence for Good at home, at work, and in the community.

Your *Clarity Conversation Consult* awakens a re-energized You!

### ***Clarity Conversation 2-Month Consult***

To inquire/set up your 2-month *Clarity Conversation Consult* contact Russ Williams at **949-254-5205**

In a 48-year professional career as a Pastor and Non-Profit Executive, Russ has engaged many individuals in their journey to awaken and-or renew their Influence for Good life mission.