

INTEGRITY

CHECK IT OUT!

1st Quarter – Integrity In Speech

- on a roll: Emmitt Smith
- the write stuff: Bono

2nd Quarter – Integrity When It's On The Line

- on a roll: Arthur Ashe/Stam Smith
- the write stuff: Vonetta Flowers

3rd Quarter – Integrity In Example

- on a roll: David Carmichael
- the write stuff: Joel Edwards

4th Quarter – Integrity In Relationships

- on a roll: Manuel Carrizalez
- the write stuff: Kevin Thornton

HOC materials have been produced for the Heart of a Champion Foundation by: SER Media, LLC and VisionQuest Communications Group, Inc.

Original concept developed by: Steve Riach

Conceptual development and design assistance provided by: Robin Blakeley, Cheryl Green, PhD, and Beckett Publications

Program materials written by: Steve Riach

Contributing Writers: Dave Smale, Kristen Martin, Nelson Staats

Production Operations managed by: Nelson Staats, Steve Faris and John Humphrey

Curriculum Consultants: Marsha Jordan, Jackie Lewis, Bobbie Stringer, Amy White, PhD, Bonnie Wilson

Assessment: Blake Leath, Chad Truby, DeLaPorte & Associates, Cliff Kelly, PhD, Lori Nebelsick Gullett, PhD

Additional Curriculum Assistance: Kristen Martin, Patty Martin, Trionne Barnett, Kim Caston, Liz Morse.

Primary Layout and Design: Glenn Clegg, Promotion Partners

Additional Layout and Design: Russell Lake, Seed Studios

Photography: Tom DiPace, Getty Images,

Cover Photo: Dallas Morning News

Video Producers: Steve Sullivan, Paul Phillips, Michael Barton, Loren MacDonald

Video Materials Provided By: SER Media, VisionQuest, CBN, KCM, FamilyNet

Narration: Amy Vanderoef, Mark Matlock, Jim Birdsall

Printing: Buchanan Visual Communications

Heart of a Champion Foundation Board of Directors: Steve E. Riach, Chairman, *VisionQuest Communications*; John T. Humphrey, *VisionQuest Communications*; Tavia S. Hunt, *Hunt Sports*; Clark Kellogg, *CBS Sports*; Steve Pogorzelski, *Monster.com*; Mark Schulze, *Burlington Northern Santa Fe Railway*; Dennis S. Spencer, *Clear Channel Communications*; Larry Reynolds, *Reynolds Sports*



Heart of a Champion Foundation
Nelson Staats, National Program Coordinator
Kristen Martin, Content Coordinator/Program Assistant
817-427-4621
www.heartofachampion.org

Copyright © 2007 All rights reserved. Published by the Heart of a Champion Foundation in association with SER Media, LLC.

INTEGRITY

Being A Person Of Your Word!

Tell it like it is:

What is integrity? What does the word mean? Integrity is an important aspect of our character for every day life. In your own words, write below your definition of integrity.

Scouting Report:

It is time for your own personal evaluation. Look over the items in the checklist below and assess how consistently you live a life of integrity.

Most of the time, I...

- ...can be trusted by family and friends.
- ...speak the truth without exaggeration.
- ...remain committed to a personal set of moral standards.
- ...value others more for character than popularity.
- ...bring out the best in others.
- ...take a public stance for what is right.
- ...live according to what I believe, not public opinion.
- ...accept correction from authority figures.
- ...live up to my word once I give it.
- ...let people off the hook when they make mistakes.

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

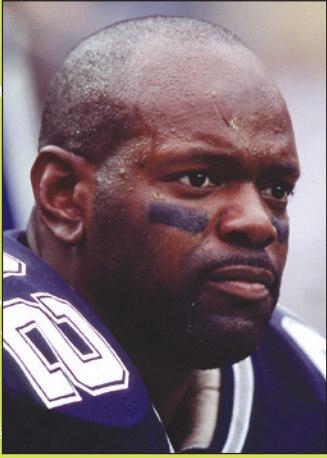
Look over your answers. What do they tell you about your level of integrity?

Think about it!

Integrity encompasses many different character aspects like honesty, conviction, truthfulness, purity, and trustworthiness. Integrity is who you are when no one is looking. Integrity is based not just on the decisions you make in public, but also the choices you make when no one else is there to see you. What kind of decisions do you make when there is nobody around to see those decisions? Are they the same as the choices you make in public? When you give your word, can you be trusted to keep that word and live by that word no matter the consequences? If so, your heart has made you a person of true integrity. When integrity is established in the heart of a person, it becomes a moral compass for the future. The recent failures of corporate and public leaders have come at the price of personal integrity, and with serious consequences. Live by the conviction of your heart. Live as a person of true integrity and the choices will be much clearer and easier to make. When integrity is lived out, each day you will be able to look at yourself in the mirror and not feel the burden of guilt and shame. Instead, you will feel pride in having done things the right way. **U NEED TO B TRUE!**

INTEGRITY

In Speech



Pre Game:

Let's see what Emmitt Smith did. Check it out. It's on a roll!

Chalk Talk:

Why do you think Emmitt felt he had to go back and get his degree?

What do you think Emmitt realized about the balance between his football career and his education?

think about it!

Emmitt Smith is considered by many to be the greatest running back to ever play in the NFL. Smith holds the all-time league record for rushing yards and rushing touchdowns and has helped the Dallas Cowboys win three Super Bowls. Yet, Emmitt considers his greatest personal achievement to be the day he received his college diploma making good on a promise he made to his mother.

- Why is it important to live up to our word?
- In what ways can we show our words to be unimportant?
- What should we do about the promises we make to others?

Could you have done the same thing? Why or why not?

Think about it!

In the early history of our nation, men did not need to enter into contracts with each other in order to make a deal. Instead, they merely gave each other their word and then shook hands to consummate the deal. Today, a handshake and promise do not seem to carry the same weight. But people still want to know that people will uphold their word. When a public official takes an oath of office, the people trust he or she will do what they promise. When a corporate leader tells his employees, shareholders, or the public of the financial status of the company, the listeners want to trust the leader is telling them the whole truth. The concept of truth has taken a beating recently, and ethics seem to have become based on the situation. But that can change. You can be a part of restoring America's faith in our leaders. You can be a person of integrity - one who is truthful all the time and who lives according to your own convictions. In doing so, you will become a leader who is worthy to be trusted.

Every company in America is looking for prospective employees who are people of integrity more so than experience or expertise. Citizens desire the same in politicians. We are still a nation that longs for leaders of high moral character who are honest and just. **How will**

U respond?



2 minute DRILL

When your words reflect U

Do you do what you say and say what you do? Do you recognize the importance of your words? Are you one who keeps your promises? Are you careful to choose words that fit the situation? Do you embellish or overstate things? How do you speak about other people?

▶ The world is full of people who deceive, exaggerate, boast, slander and manipulate through their words. You can be different and set apart by choosing your words carefully to accurately and truthfully fit every situation. Your words reflect who you really are. It's been said that a good name is to be desired above great riches. If you are a person who keeps your word; one who

is truthful and pure in your speech, you will have a good name. People will know what type of person you really are by how you manage your tongue. We are told the power of life and death is in our tongue. This means we have the ability to speak in ways that build up, help, and encourage; or in ways that defeat, discourage and destroy. In which way do you use your words?

▶ Break up into groups and discuss the following areas of speech and how you have been hurt in the past by someone who has not demonstrated integrity in their words. Then discuss how you can safeguard against doing the same. Make a note as to how you plan to show integrity in your words in these areas.

TIME 4 ACTION

How words have affected me:

Lies/Deceit

Gossip/Slander

Promises, Promises

Is my word my bond?

Exaggerating

Bragging/Boasting

En- or Dis- couraging words

&@#%\$*(# Unwholesome words

What I will do to keep my integrity in this area:

Just 4 U

An old saying tells us out of the heart of a person, the mouth speaks. If your words reflect your heart, what do people see in you? Do people know the real you as demonstrated by your words? Choose your words carefully, for they are the windows to your soul. By your words you will be judged by others. So speak words of life and not death, and remember, your words reflect U!

Game Plan

As a result of what you have learned in this section, write below one action step that you are going to take in your life to become a person of greater integrity in speech.

Action step: I will...

INTEGRITY

In Speech

The Write Stuff:

Bono

Belting out rock songs before sold out arenas full of screaming fans, U2's front man seems very much the modern day rock star. However, beneath his trademark tinted glasses, Bono is anything but typical.

Growing up in working class Ireland, Bono had a difficult childhood. His mother died when he was just 15, and his relationship with his father was strained at best. Bono channeled his pain into music. In a neighbor's garage, he and three middle school friends formed a band that would become known as U2.

Since that day in 1977, U2 has become one of the world's most popular bands, having sold hundreds of millions of records and collecting 22 Grammy awards – more than any other rock artist or group. While the music has evolved for Bono over the years, one thing has stayed constant: a devotion to helping others.

Early in the life of U2, the band was asked to take part in a benefit concert called Live Aid. The event was held simultaneously in Philadelphia and in London and was designed to raise money and awareness for famine relief in Ethiopia. The massive event drew over 150,000 fans and raised nearly \$300 million.

For Bono, this was just the beginning. In the aftermath of the event, he was haunted by images he had seen of Ethiopian children. Coming from a home where no one went hungry, he was stunned. He had heard the statistics: 38 million Africans at risk of starvation, 10 million children under the age of five die each year. Still, he felt a need to see for himself. So as the band continued its ascent through the music industry, Bono and his wife Ali took a trip that would change their lives, as well as the future of the band.

As they toured Ethiopia, Bono and Ali were shocked by seeing first-hand what they had previously seen only in photographs. Around every corner, they witnessed extreme poverty and intense hunger. They met young children who hadn't eaten in days. The devastation was beyond their belief.

As a heartbroken Bono prepared to return to Ireland, he was approached by an Ethiopian father desperate for help. The

impoverished man held up his young son and begged the wealthy rock star to take the child with him so that he could live. "What I saw there changed my life," Bono says.

Bono was first moved by starvation in Ethiopia, but he quickly realized the vast needs of the entire African continent. He learned that much of the population was impacted by AIDS, a disease that affects the immune system so that even a cold can lead to death. In Africa, where medical care is often meager, that means massive death tolls. "The facts about AIDS blow your mind," he says. "They also break your heart."



Bono sees it as simply doing the right thing...

Bono has been willing to share these facts with anyone who will listen. Early on, that meant speaking about the issue only to U2 fans at concerts. But because of his passion and persistence and his unique celebrity status, Bono has gained audiences with presidents, prime ministers and the Pope. He has also spent time working with humanitarian organizations such as Amnesty International and the One Campaign.

In 2002, he and his wife helped form an organization called DATA – Debt, AIDS, Trade, Africa. The organization's aim is to end the AIDS pandemic in Africa, as well as what Bono calls "stupid poverty." He spends much of his time speaking on behalf of the organization. Largely due to the attention that Bono drew to these issues, world leaders pledged \$60 billion to Africa in 2005.

For his actions, he has been recognized with high honors. He was named Time Magazine's Person of the Year. He's been given the title of Honorary Knight in the United Kingdom and has been nominated for a Nobel Peace Prize. He has become the world's most recognizable spokesperson on humanitarian issues.

While it's true such recognition may come with a price, it is one Bono gladly accepts with the same passion he found many years ago. And while some in the industry have called his humanitarian work a distraction from his craft, Bono sees it as simply doing the right thing and letting others know they can do the same.

"This is not a burden," he says. "This is an adventure. Don't let anyone tell you it cannot be done. We can be the generation that ends extreme poverty."

Dive In!

What do you think about what Bono has done to help the people of Africa?

What does it say about him that he hasn't just told others to help, but that he has jumped in with his own money, time and effort to make a difference?

How is Bono using his platform to help and to tell others to help a model of integrity in speech?