

## Character 1<sup>st</sup> Leadership 2<sup>nd</sup>

- Jeremy B. Nichols
- Principal-Santa Clara County Office of Education
- Leaders don't do good work... they inspire others to do great work!

## Who am I?

- Experienced educator (15 Years)
- 2 Masters Degrees- C&I, Admin
- Bachelors Degree- Social Science
- Worked my up through the system
- Married with 3 daughters

## Why teach Character before Leadership?



### A Downhill Trend

CHARACTER  
DEVELOPMENT  
&  
LEADERSHIP

9-12 grade	1992	2004	2006	2008
Cheating	61%	71%	72%	74%
Theft	33%	35%	36%	38%
Lie (parent)	83%		93%	93%
Cynics (lie & cheat to succeed)		34%	42%	43%
Lie (job)		28%	37%	37%
Self-esteem (better than most)			76%	79%
Trust (important that people trust me)			95%	95%

### Why Are The Ethics of Kids Declining???

CHARACTER  
DEVELOPMENT  
&  
LEADERSHIP

Reality TV/Movies/Music/Internet/Facebook/texting – what we watch, listen to and spend our time with has an impact.

Changing families – Dad's disappearing act, divorce, teenage parents, two jobs, no jobs = more stress for kids...

Changes in schools – more emphasis on accountability and testing puts pressure on kids and gives less time for teachers to teach life lessons, soft skills, character...

Societal changes– focus on “bling-bling”, immediate gratification and instant fame, moral relativism, lack of consequences & community involvement, dwindling enrollment in churches and civic groups, fear of failure, de-emphasizing competition, affluence of children, false sense of self-worth.

### A Note From A Parent

CHARACTER  
DEVELOPMENT  
&  
LEADERSHIP

“Young people nowadays love luxury; they have bad manners and contempt for authority. They show disrespect for old people... contradict their parents, talk constantly in front of company, gobble their food and tyrannize their teachers.”

-Socrates  
(5<sup>th</sup> Century B.C.)

## Activity

- Think of that 1 person that has had the biggest influence on your career/life/family.
- What words would you use to describe this person?
- We need to teach those character traits, before we can give the students opportunities to apply them.



## Character 1<sup>st</sup> Leadership 2<sup>nd</sup>

- Leadership without character is a failure of leadership.
- Your character traits are the foundation of your leadership.
- #1 rule- a persons character matters!

## Prominent leaders who have failed

- Tiger Woods
- Joe Paterno
- Lance Armstrong
- Bill Clinton

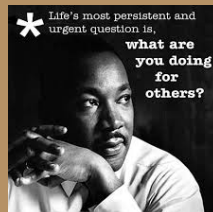


## Character 1<sup>st</sup> Leadership 2<sup>nd</sup>

- Rule #2- Whatever energy you put out there comes back 10 fold.
  1. Attitude
  2. Behavior
  3. Respect
- You get what you give!!!

## Character 1<sup>st</sup> Leadership 2<sup>nd</sup>

- Rule #3 Your character is how you will be judged



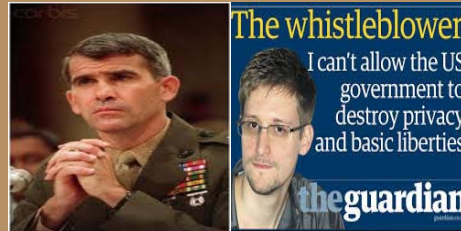
## Character 1<sup>st</sup> Leadership 2<sup>nd</sup>

- Rule #4 Character Determines how you will be remembered
- Think about the words you want spoken at your funeral.



## Character 1<sup>st</sup> Leadership 2<sup>nd</sup>

- Rule #5 We can all improve our character!
- Define strengths and weaknesses



### 17 Leadership Principles

1. *Character First, Leadership Second*
2. *Planning & Preparation are the Keys*
3. *Misconceptions of Leadership*
4. *Respect is the Traffic Circle of Life*
5. *Knowing Your Strengths & Weaknesses*
6. *Creating A Vision*
7. *Influencing Others to Follow Your Vision*
8. *Setting the Tone with Optimism & Passion*

### 17 Leadership Principles (cont.)

9. *The Art of Decision Making*
10. *Communicate Clearly & Frequently*
11. *Grace Under Pressure*
12. *Leadership is Relational – Learn to Connect*
13. *Motivating Your Team to Do Better & Be Better*
14. *Commitment to Learning & Self-Improvement*
15. *Servant Leadership*
16. *Leading with Intuition – Trust Your Gut*
17. *Lead By Example*

## Leadership misconceptions by people who are not leaders...

1. Leadership is easy
2. Leaders just boss people around
3. My boss doesn't care or understand how I feel
4. My boss doesn't know what it takes to do my job
5. Leaders have all the answers

### Leadership misconceptions by people who are not leaders...

6. Leaders need to have some formal training
7. Leaders are unapproachable
8. Leaders don't want to be challenged
9. Good leaders are good managers
10. Leaders don't really do anything

### Final Thoughts

- Agree or disagree - "Influence" nothing more or less is the true test of a leader.
- Wrong vision with high influence is failure waiting to happen
- A leader with the right character and nothing is impossible.



**Integrity**

**There are 5 parts to this ethical dilemma - please just go one paragraph at a time and answer each dilemma without looking at the next step in the story.**

Story: In a 2012 state quarter final baseball game, a team was up 13-2. The coach of the winning team told the star player to sit out the rest of the game. The player told the coach to blank off. The assistant coach came by to help the situation and the player said the same thing to the assistant coach. Members of the team came by to calm down their teammate. He said, "F you guys too" and proceeded to grab his phone and tweet, "F (his home team) Baseball." He walked out of the dugout and did not return.

**Dilemma #1: If you were the coach and you had two games left to win the state championship and you knew that you probably needed this star player, would you let him back on the team, suspend him for a game or kick him off for the remainder of the year?**

Story: The coach decided to kick him off the team to teach an important lesson in respect and to let him know that consequences are tied to every action. The father of the star player came by the school to talk the coach into letting his son back on the team. He said, "He made a mistake and he is really sorry."

**Dilemma #2: If you were the coach, would you have mercy and change his punishment? If you were the parent of the star player, how would you have handled this with your son/daughter and with the coach?**

Story: The coach does not change his opinion so the father meets with the superintendent. He threatens to sue the school if his son is not let back on the team.

**Dilemma #3: How would you handle this if you were the superintendent? What message would be sent either way to the star player, the other players and the community?**

Story: The superintendent tells the coach that he must let him back on the team. The coach follows this directive. The star player plays in the semi-finals and state finals and his team wins the state championship.

**Dilemma #4: How do you think the coach feels about this state championship? What about the players? What about the superintendent?**

Story: A group of coaches meet at the end of the year to determine the "dream team" that is made up of the best players in the state. They all have heard about this story or witnessed it first-hand.

**Dilemma #5: Should they vote to keep this star player off the team? Why or why not? Should character and integrity matter when making such decisions?**

### Take A Stance Exercise

**Directions:** Move desks and chairs to the exterior of the room and create a line down the center of the room with chalk, masking tape, string, etc. This line will be the home base for students throughout this exercise. The instructor will read a statement and students will **take three steps toward the left if they agree or three steps to the right if they disagree**. Students must choose one side of the line or the other. There is no middle ground. After reading each statement, students should be allotted 10 seconds to think about which way they will move. This helps decrease the amount of peer pressure or conformity. Students must remain quiet until they choose their position. Once all students have moved to their chosen positions, they will be afforded opportunities to defend their position. Do not allow students to criticize the opinions of others; have them use “I” statements and speak for themselves. Once all viewpoints are heard, students may switch sides if they so desire. After the process is completed, students will return to “home base” and wait for the next statement.

1. If I could, I would want to know the exact date that I will die.
2. Success in life has more to do with ‘who you know’ than ‘what you know.’
3. People should get married before they start having children.
4. Some of today’s music should not be heard by children.
5. Males are superior to females.
6. Teachers want to help students succeed.
7. The U.S. was right to go to war with Iraq.
8. I believe in “love at first sight.”
9. Blacks discriminate as much against whites as whites do against blacks.
10. Starting today, it is possible for me to avoid intercourse before graduating from high school.
- 11A. If I got a girl pregnant tomorrow, I would encourage her to have an abortion (males).
- 11B. If I became pregnant tomorrow, I would get an abortion (females).
12. (Medicinal) Marijuana should be legalized.
13. It’s okay for a man to hit a woman if she hits him first.
14. My grade in this class will have no impact on my future.
15. ‘Second place’ is synonymous with ‘losing.’
16. If I were old enough to vote, I would vote for ‘Gay Marriage’ to be legalized.
17. Tiger Woods should still be considered a positive role model for children.
18. Joe Paterno was treated fairly by the Penn State Board of Trustees.
19. I agree with the death penalty and could support it even if a personal friend was sentenced to it.
20. The government should provide health care for every U.S. citizen.

# INTEGRITY

How would you define this trait? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Definition provided by teacher: \_\_\_\_\_

\_\_\_\_\_

*“To think is easy. To act is hard. But  
the hardest thing in the world is to act  
in accordance with your thinking.”  
Johann Wolfgang von Goethe*

What does this quote mean to you? \_\_\_\_\_

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\_\_\_\_\_