



THE IMPORTANCE OF INTEGRITY

You do not wake up one morning a bad person. It happens by a thousand tiny surrenders of self-respect to self-interest.

– American writer, Robert Brault

Integrity is developed through HABIT. It is the BACKBONE of all transformation and personal development work. Integrity is doing what you say you'll do, and being who you say you'll be, no matter the cost. It's about making commitments and sticking to them—not just for others, but for yourself.

When you act out of integrity, even in the smallest examples, you chip away at your self esteem and self confidence. You begin to lack trust within yourself, therefore others begin to lack trust with you. If you want to make any significant impact on the world, you must first trust yourself enough to live up to your commitments and promises, so that others will trust you to be your word, and feel comfortable supporting you and your dreams.

INTEGRITY IS EVERYTHING. So, you must start small and find all the ways that you sell out on yourself and on others; and be willing to look at where you fail to fulfill your commitments.

Brick by brick, you must begin to lay a foundation of trust within yourself so that your 'building' can stand tall and strong for the world to see.

This week, we're going to challenge you to look at all of the places where you make it ok to NOT be your word. Getting clear on where you're falling short is the FIRST step in making a massive, and lasting change. You must also know the impact of what you are subconsciously doing, before you can powerfully shift it.

WHERE DO YOU SELL OUT ON YOURSELF?

Selling out on yourself is doing or saying something that is not aligned with who you say you are. Selling out is saying you'll go to the gym 3 times a week, and never going once. Selling out is having another drink, when you promised yourself you wouldn't. Selling out is saying "yes" when you mean "no". Selling out is being 10 minutes late everyday, and always having an excuse. It's procrastinating when you know you have a deadline. Selling out is being inauthentic with who you TRULY ARE, out of convenience or people pleasing. **COMPLETE THE**

PROMPTS BELOW: EXAMPLE: I know I sell out on myself at work when I engage in gossip about coworkers and our boss. Also when I allow others to dump their responsibilities on me by saying "yes." The prices I pay for this are I resent my coworkers for the extra work & I don't trust them because of how they talk about others. I don't trust myself to stand up for what I believe in.

1. I know I sell out on myself at work when I _____

The prices I pay for this are _____

2. I know I sell out on myself in romantic relationships when I _____

The prices I pay for this are _____

3. I know I sell out on myself in relationships with friends when I _____

The prices I pay for this are _____

4. I know I sell out on myself in relationships with family when I _____

The prices I pay for this are _____

5. I know I sell out on myself with money when I _____

The prices I pay for this are _____

6. I know I sell out on myself with time when I _____

The prices I pay for this are _____

7. I know I sell out on myself with my health when I _____

The prices I pay for this are _____

8. I know I sell out on myself with my life's dream or passion when I _____

The prices I pay for this are _____

What lies have I been telling myself about my life? _____

The prices I pay for this are: _____

YOUR STEP OF GREATNESS: Notice all the places where you sell out on yourself throughout your day today. From the smallest “yes” when you wanted to say “no,” to the bigger promises you break about what you eat or what you say you will or won’t do. Don’t judge the judgement— just notice when you do it, and shift if you choose to.