

Plain and Simple

CCS *Coca-Cola Sabco* **1ST**
CHARACTER

CHARACTER



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What is Character

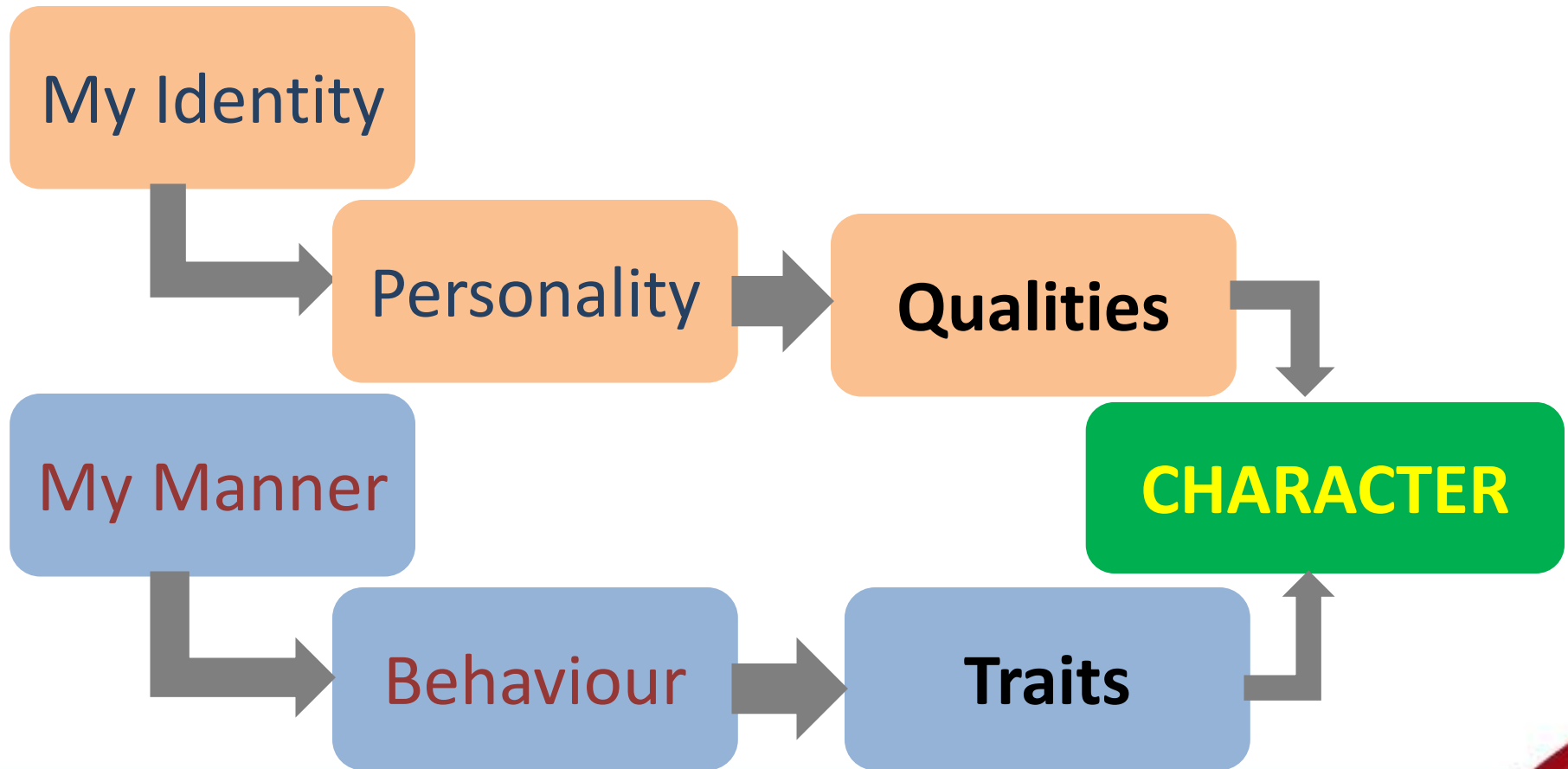
It is a combination of **traits** and **qualities** that distinguishes one person (me) or a group (us) from another



Character Determines Success

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What is Character



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Skills versus Character

“A good head and a good heart are always a formidable combination”
Nelson Mandela

Skills = what I learn and improve by practice
(good head)

Character = what I develop through moment-
by-moment decisions I make (good heart)



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Character

What is good
Character?

My inward
motivation to do
what is right

Is beyond age, position,
financial status, religion,
education, gender and
personality

It comes from the
heart



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Character

Test for a good Character

My response to the
pressure of difficult
situations

Is what I do when I think
no one will ever know

It dictates right attitudes,
words and actions in every
situation



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Character

How is Character developed?

Is built into my life by the decisions I made on a moment-by-moment basis

Is encouraged by emphasizing, requiring and recognizing right attitudes, words and actions

Is modeled by leadership



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Character

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Character

Character First identifies 49 Character qualities

Handout

Explain each Character quality



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Character Qualities

Alertness

- To pay close attention to what's happening in my surroundings so that I am ready to respond



Attentiveness

- To pay close attention to a specific task or person



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Character Qualities

Availability

- Not being busy when others need me



Benevolence

- To be kind or generous to others - wish to help others



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Character Qualities

Boldness

- To have the courage (or being willing) to participate in tasks that involve risks



Cautiousness

- To think carefully before taking action



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Character Qualities

Compassion

- To understand the needs of others and wanting to do something about it



Contentment

- To experience satisfaction with oneself and with one's situation - being happy with things as they are



Character Qualities

Creativity

- To use my imagination to discover a new idea or solve a problem in a unique way - to think 'outside the box'



Decisiveness

- The ability to make decisions and take action



Character Qualities

Deference

- To show respect to the people around me



Dependability

- People are able to trust me because I will deliver what I promised - being reliable



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Character Qualities

Determination

- The strong desire to do or achieve something - strongly motivated to succeed despite opposition



Diligence

- To complete each task given to me - constant effort to accomplish every task given to me



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Character Qualities

Discernment

- To understand the deeper reasons why things happen
- showing insight and understanding



Discretion

- To know how to avoid embarrassment or harmful consequences - make good or responsible decisions



Character Qualities

Endurance

- To have the strength to do my best



Enthusiasm

- A feeling of joy or excitement that I show in the tasks I need to perform



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Character Qualities

Faith

- To believe that good actions will lead to good results, and that this belief is not based on any proof



Flexibility

- To be willing to change my plans or ideas without getting upset



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Character Qualities

Forgiveness

- To excuse a mistake that someone has made against me and not holding a grudge



Generosity

- Be able to manage my own resources (e.g. time, money) so that I can give and share some of my resources to those in need



Character Qualities

Gentleness

- To be kind towards others and showing consideration for them - not being extremely harsh or stern with others



Gratefulness

- To let others know how I appreciate their help in making my life or work a little easier - letting others know that you are thankful for their help



Character Qualities

Honour

- To show respect to those in a higher position than me



Hospitality

- To share with others in a friendly and generous way



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Character Qualities

Humility

- To admit that my successes come from the help of others



Initiative

- To do something before someone asks me to do it



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Character Qualities

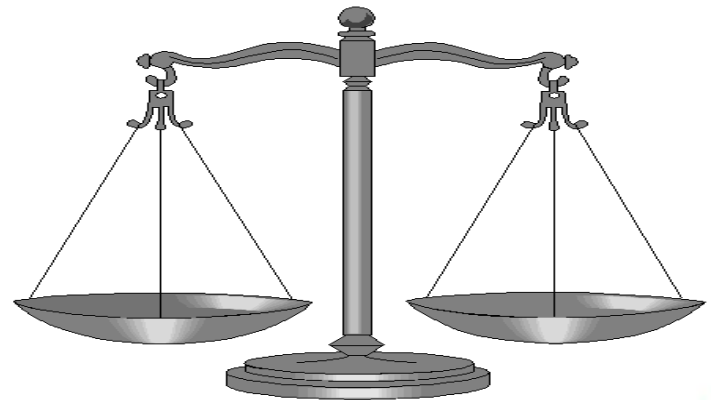
Joyfulness

- To have a positive and friendly attitude even when performing unpleasant tasks



Justice

- To take the responsibility to do and to uphold what is right



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Character Qualities

Loyalty

- To devote myself to a person or a cause



Meekness

- To show patience and obedience



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Character Qualities

Obedience

- To be willing to comply with the commands or instructions of those in authority



Orderliness

- To organize myself and my surroundings so that I can carry out a task to the best of my ability



Character Qualities

Patience

- Calmly tolerating and accepting a difficult situation - not being hasty or impulsive



Persuasiveness

- Convincing others to take on a certain idea or action



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Character Qualities

Punctuality

- To do the right thing at the right time - complete a required task before or at a specific time



Resourcefulness

- To find practical uses for ideas that were previously overlooked



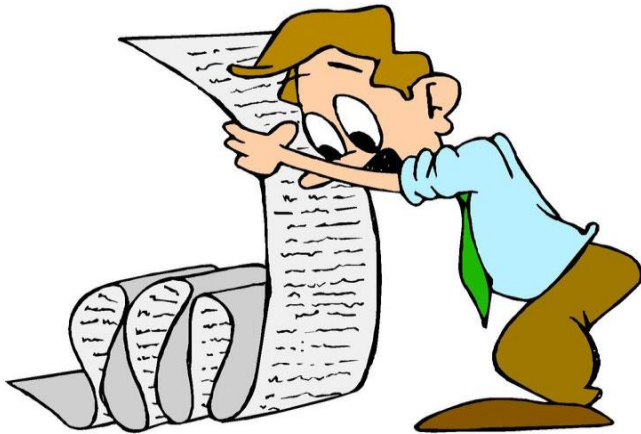
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Character Qualities

Responsibility

- Knowing and doing what is expected of me - being willing to fulfill my duties



Security

- Securing belongings that cannot be taken away from me



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Character Qualities

Self-Control

- To control my emotions, behaviours and desires.



Sensitivity

- To be aware of, and understand the attitudes, feelings and circumstances of others



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Character Qualities

Sincerity

- To be open, genuine and truthful to the people around me - willingness to do what is right with no hidden motives



Thoroughness

- To give close attention to details of a task during performance so that I can carry out the work in the most effective way



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Character Qualities

Thriftiness

- Allowing myself and others to spend only what is necessary - being careful in the amount of resources I spend



Tolerance

- Willingness to recognize and respect the rights and beliefs of others



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Character Qualities

Truthfulness

- To be open and honest with others by reporting the right facts



Virtue

- To do what is right and avoiding what is wrong



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Character Qualities

Wisdom

- To have a deeper understanding of people or situations - think and act using knowledge, experience, understanding, common sense and insight



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Character Qualities

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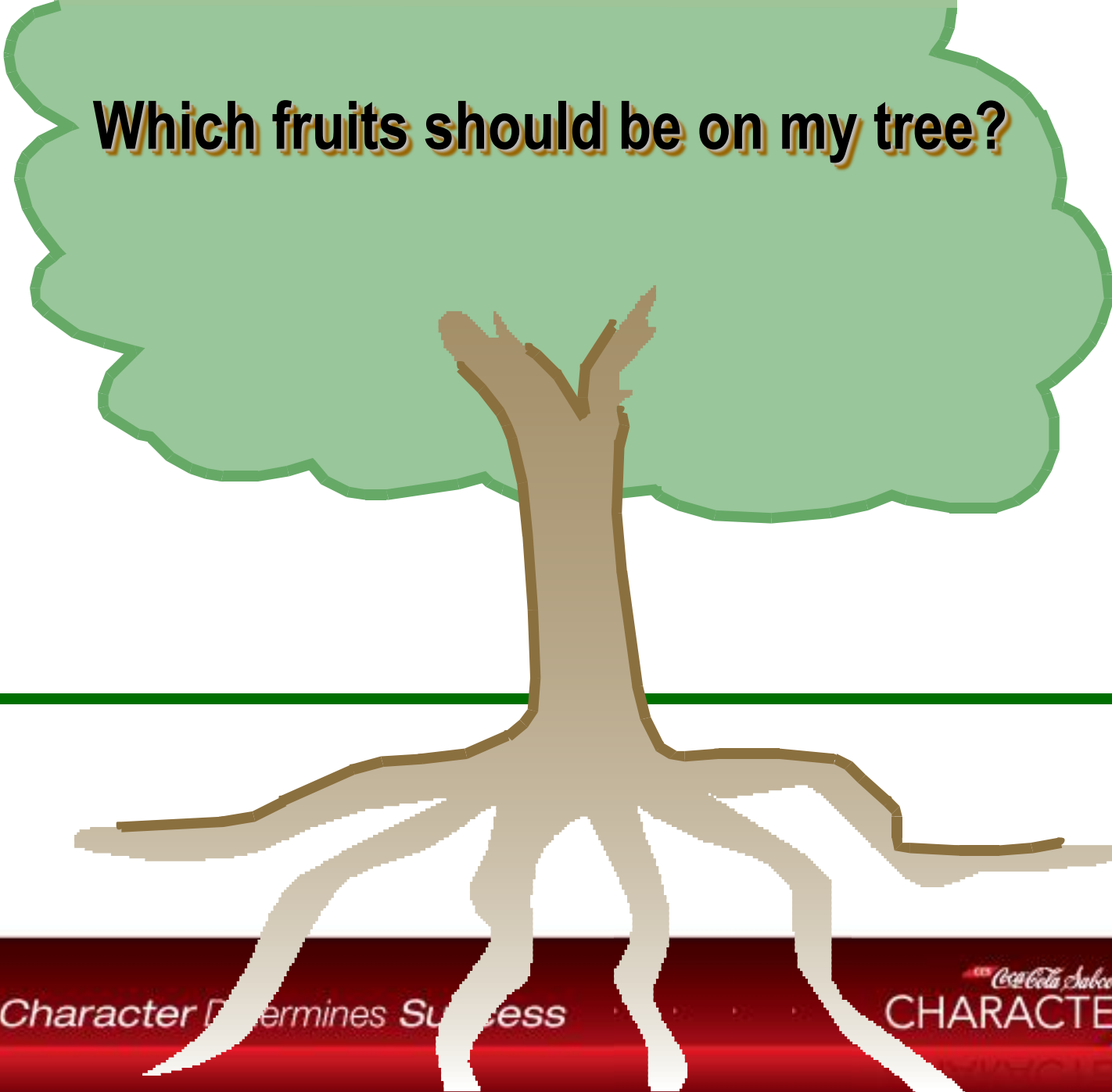
Alertness, Attentiveness, Availability,
Benevolence, Boldness, Cautiousness,
Compassion, Contentment, Creativity,
Decisiveness, Dependability,
Determination, Diligence, Discernment,
Discretion, Endurance, Enthusiasm, Faith,
Flexibility, Forgiveness, Generosity,
Gentleness, Gratefulness, Honour,
Hospitality, Humility, Initiative,
Joyfulness, Justice, Loyalty, Meekness,
Obedience, Orderliness, Patience,
Persuasiveness, Punctuality,
Resourcefulness, Responsibility, Security,
Self-Control, Sensitivity, Sincerity,
Thoroughness, Thriftiness, Tolerance,
Truthfulness, Virtue, Wisdom



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Which fruits should be on my tree?



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My visible fruits

Low Productivity

Disorganization

Anger/Bitterness

Corrupt

Own Agenda

Blaming Others

Poor Attendance

Alcoholism/Drug Abuse

Poor Quality

More Accidents

More Problems

Impatience

Blame

Dishonesty

Rigid

Lateness

Unreliability

Irresponsibility

Dissatisfaction

Cruelty

Self-indulgence

Carelessness

My root causes



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My visible fruits

Good Attendance
High Productivity
No Substance Abuses
Organized
Team Player
High Quality
Bears no grudges
Personal Responsibility
Fewer Accidents
Trustworthy
Fewer Problems

Patience
Flexibility
Satisfaction
Forgiveness
Punctuality
Kindness
Truthfulness
Dependability
Self-control
Responsibility
Alertness

My root causes



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CHARACTER

Character

Building Character

- Develops a moral compass for behaviour
- Creates a good attitude
- Defines a person's response
- Influence others for good
- Provides a basis for future leadership
- Builds a foundation for success in life



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Benefits of Character

- By building character in my life, I can reach my full potential
- Makes me not only a better employee but also a better spouse, parent, neighbour and citizen



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Character

How to
establish a
Character
based culture

- Be committed to Character
- Be an example of Character
- Communicate the standard (49 character qualities)
- Be committed to Character training
- Base all employment decisions to Character
- Understand and correct wrong attitudes



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“When wealth is lost, nothing is lost; when health is lost, something is lost; when character is lost, all is lost “

Motto

"Leadership is a potent combination of strategy and character. But if you must be without one, be without the strategy "

Norman Schwarzkopf



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Like the brilliance of a diamond, success in every area of my life will be improved as I **develop** the **qualities** of my **character**



Live on the Character First side of life

Alertness, Attentiveness, Availability,
Benevolence, Boldness, Cautiousness,
Compassion, Contentment, Creativity,
Decisiveness, Dependability, Determination,
Diligence, Discernment, Discretion, Endurance,
Enthusiasm, Faith, Flexibility, Forgiveness,
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live on the Coke side of life



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