

Leading with Integrity

Why Executives Who Honor Their Word Build Stronger Cultures, Inspire Loyalty, and Deliver Bigger Results

Teams are scanning for integrity, looking for leaders who follow through. In that landscape, your word is your currency. Keep it, and your influence grows. Break it, and the silent erosion begins.

The Research Is Clear

Zenger Folkman's study of 162,000+ leaders and 1.8 million assessments revealed:

Commitment Score	Leadership Percentile
Needs improvement	13th percentile
Competent	23rd percentile
Strength	46th percentile
Profound Strength	74th percentile

The more consistently a leader keeps their word, the higher their overall leadership effectiveness and trust.

The Impact on Culture and Retention

From 572,977 employees:

- High-commitment leaders saw significantly higher job satisfaction
- Employees were more likely to stay, give discretionary effort, and recommend the organization
- Low-commitment leaders saw engagement plummet

The Conscious Leadership Lens: Commitment #6

Practice integrity. Make and keep impeccable agreements. This isn't about perfection. It's about conscious choice. You:

- Only make agreements you intend to keep
- Clean up broken agreements with ownership, not excuses
- Align your actions with your values, not your convenience

Broken agreements erode trust—not just with others, but with yourself.

Five Practices to Build Your Integrity Muscle

1. Pause Before You Promise and ask: Do I *truly* intend and have the capacity to follow through?
2. Track Commitments: What gets tracked, gets done.
3. Renegotiate, Don't Vanish: If things shift, communicate early. Integrity includes clean renegotiation.
4. Ditch the People-Pleasing: Saying yes to look good now often makes you look unreliable later.
5. Close the Loop: When you follow through, say so. Reinforce trust by finishing strong.

Your credibility is built (or broken) one promise at a time. Be the leader whose word means everything. Because in leadership, people always notice—and they don't forget.