



Chapter 6
**Walking The Line
And Integrity**
Character Secrets Of
Successful Entrepreneurs

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Walking The Line And Integrity

Questions for Reflection and Evaluation

As you learned in the video, walking the line is about integrity. Not only was it important in 1956 but it also very important today.

When you are self-employed it is critical that you walk the line. You must have integrity. Without your integrity you are building your business foundation upon the sand. You and your business will not last.

In today's world, a lack of integrity is at the top of the list for creating problems.

Integrity is habitual honesty through and through. It is incorruptibility, soundness and completeness. Integrity has to do with character. Integrity is the hard rock foundation upon which the character of lasting success is built.

Here's another thought. No one is completely perfect when it comes to integrity. We all have areas where we can improve.

1. The first step to integrity is to be honest with your self. In what areas of your business and life could you use a more honest assessment?

2. What will you commit to doing to bring more integrity to those areas? Explain.

The first step to business success is to be honest with your self. Have good values and stay with them. When you do, you will gift your business and others with a character trait that will help you move more easily on the road to success.

The Houston Business Coach series of educational products can put you on track to having more in your business and life. For other products go to TheHoustonBusinessCoach.com, For one on one coaching, contact us to discuss your options at 1-866-387-7805. We look forward to speaking with you.

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