

Guidelines for Introducing UncommonSense to Others

- 1) Make sure to introduce the document as a leadership character ethics “road map.” Make the point that such road maps are not common today.
- 2) Make sure to read the “Declaration” prior to reading UncommonSense...it is designed to anticipate and answer important questions.
- 3) Invite others to read the document in its entirety (some time in the ensuing week) and then to let you know what, if any, fault they find with it. Ask them to provide face-to-face and email feedback.
- 4) Be sure to emphasize that UncommonSense is a document that is designed to relate first to our conscience (not our political, religious or philosophical ideas). And yes it’s true... in practice we tend to breach these ethics regularly, regardless of our political, religious or philosophical ideals.
- 5) The “Big Idea” is to better agree with ourselves first, and then one another, that UncommonSense “makes good sense” and that it is a reasonable bulls-eye toward which to move all of our relationships.
- 6) Remember to indicate that while we are all flawed we can all aspire to building a culture of character.
- 7) DO NOT try to “close” others. That is not the purpose of UncommonSense. They do not need to sign anything. UncommonSense is not an ultimatum; it is a target that inspires us to “aim higher.”
- 8) With character-building movements we want people to buy-in over time as an IRRESISTIBLE response to an irresistible invitation to an irresistible preferred future, modeled by their leaders.
- 9) Make sure to point out the Forgiveness ethic. You and your team are going to stumble...we are not perfect. Forgiveness allows us to restore what would otherwise be broken...the “workhorse” of teams...trusting personal relationships.
- 10) Ask your team to think deeply about their favorite relationships and their least favorite (at work, home or socially: without naming names). Now refer them to UncommonSense and ask them to “diagnose” the worst and the best relationship. Where are the “pinch-points” in the worst relationship? How would they “character”-ize their best relationship using UncommonSense? How could they act to move the worst relationship forward?
- 11) Make sure to “unpack” UncommonSense in its four distinct sections. The *Critical Importance of Truth* (Ethic 1: Wisdom), *First Applying Truth To Ourselves* (Ethic 2: Fidelity), *Applying Truth in Our Relationships* (Ethics 3-18) and *Our Ability to Change* (Ethics 19 and 20).