



# INTEGRITY

VIA Survey calls this strength Honesty

**Virtue: Courage.** Strengths of courage involve applying will and fortitude in overcoming internal or external resistance to accomplish goals. Strengths comprised in this virtue are bravery, perseverance, integrity, and enthusiasm.



## WHAT DOES INTEGRITY MEAN?

***You are honest and speak the truth. You present yourself genuinely and sincerely.***

Integrity is doing the right thing when nobody is watching. People with integrity practice what they preach and maintain a consistent pattern of behavior aligned with their values. They have the courage not to follow the crowd if it means going against their beliefs. Integrity is closely aligned with the terms of honesty and authenticity. People with integrity tell the truth and have alignment in their thoughts, feelings, and behaviors.

A person who lacks integrity could be described as pretentious, hypocritical, or insincere. They are pretending to be something that they're not or they're saying one thing and then doing another. It is important to be able to change your mind (and be open-minded), as you learn and grow. However, the main distinction comes in the intention. Is the person intending to manipulate another? A second important facet is self-awareness. It's tough to be true to yourself if you don't know who you are.

## WHY DOES IT MATTER?

Integrity is vital to individual growth. It is correlated with a multitude of psychological well-being measures. Harmony in your feelings, thoughts, and actions makes you better able to personally grow and achieve goals. Authenticity, and a lack of pretense, also makes you more likable and trusted by others, meaning your relationships will benefit.

On a group level, integrity is a cornerstone of high-functioning and sustainable teams, organizations, and societies. If you're constantly wondering about your coworkers' intentions, you will have a hard time working with them. This is why we look for politicians and leaders with integrity. We need to believe that they'll keep their word – or at the very least, readily admit it when they must break a promise. If they don't, trust and performance fail.

***Individuals with this strength might be described as:***

- Honest
- Authentic
- Genuine
- Trustworthy
- Sincere
- Real

***Individuals with this strength are likely to think, feel, or behave in the following ways:***

- It is important to tell the truth.
- I practice what I preach.
- The most important thing is having a code of values being true to them.
- I care more about being true to myself than being popular.
- I hate hypocrisy; when people say one thing and do another.
- I don't lie or manipulate other people to get what I want.
- Eventually, inauthenticity and duplicity comes back to haunt people.

## QUOTES ON INTEGRITY

*"You're looking for three things, generally, in a person: intelligence, energy, and integrity. And if they don't have the last one, don't even bother with the first two."*

**-WARREN BUFFET**

*"The greatness of a man is not in how much wealth he acquires, but in his integrity and his ability to affect those around him positively."*

**-BOB MARLEY**

*"To believe in something and not live it, is dishonest."*

**-MAHATMA GANDHI**

*"Whoever is careless about the truth in small matters cannot be trusted with important matters."*

**-ALBERT EINSTEIN**