



# Character Council of Indiana

*Building Cities of Character One Person at a Time*

June 2000 Newsletter

## Building a Family of Character

*Janel Reid, International Association of Character Cities*

One of CCI's primary goals is to build character in families. A family built on character is the core of any City of Character. It is at the family level that lasting, positive societal change will occur.

The reason to highlight character in the classroom, on the job, and through the media is simply to reinforce positive character in the family. A community is only as strong as its weakest family.

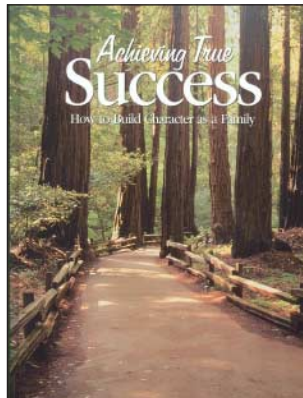
Character training begins in the home, whether it is deliberate or not, children learn by their parents' example. Family life provides an excellent forum for developing traits such as diligence, truthfulness, and orderliness on a daily basis. A person's true character is revealed in the home as it is nowhere else.

For this reason, the International Association of Character Cities recently published "Achieving True Success: How to Build

Character as a Family." This full-color, 80-page hardcover book is designed as a tool to help family members develop character together.

Practical ideas and projects provide motivation for fulfilling responsibilities in the home and serving in the community. Each character quality is defined, illustrated, and applied to daily living.

The Character Family idea is not meant to be an added burden to an already busy schedule. Rather, it presents a new perspective on daily life focussed around developing positive character and, thereby, achieving true success!



*The "Achieving True Success" book is a valuable tool to help family members develop character together*

*"Achieving True Success" will be available for purchase later this month from the Character Council of Indiana. Distribution will take place as business and community leaders step forward to invest in the families in their community.*

## Flexibility: An Essential Ingredient to Enhanced Business Success

*Dave Quint, SPHR, Davidson Industries*

Flexibility is "not becoming attached to plans or ideas which could be changed by my authorities." As employers, we sometimes focus too much on our need for employees' flexibility rather than management's responsibility to facilitate the development of this valuable character quality. Casey Carey, the Manufacturing Operations Manager at Davidson Industries, Inc., met this opportunity head on

by introducing Skill Based Pay (SBP) earlier this year for the benefit of his customers, employees, and the company.

SBP is a pay delivery system designed to reward employees with an increase in pay rate as they demonstrate they have attained additional skills. This is in contrast with the more traditional systems which are designed

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## Upcoming events

*June 20*

6:30 AM ~ 8:00 AM  
Business Leaders Breakfast  
*Indianapolis Training Center*

8:00 AM ~ 9:30 AM  
CCI State Council Meeting  
*Indianapolis Training Center*

*July 20*

8:30 AM ~ 4:00 PM  
**CHARACTER FIRST!**® Training  
*Indianapolis Training Center*

*August 9*

8:30 AM ~ 4:00 PM  
**CHARACTER FIRST!**® Training  
*Matterhorn Restaurant, Elkhart*

In this  
**edition**

New Family Book  
Business Success  
Corporate Culture

# JUNE character focus

## From the Vice President



Cindy Noe is a business owner headquartered in Fishers and is actively implementing character in her organization. As Vice President of CCI, Cindy has helped to motivate much of the forward progress that has taken place.

Walls have been used throughout time to make statements, from the dominance proclaimed by the China Wall, and petitions divulged at the Wailing Wall, to the remembrance of lives lost at the wall of the Vietnam War Memorial. Several companies in Indianapolis are using the historical model of the "wall" to make their own statement about good character in the workplace. (See article) These Character Walls serve as a constant, silent reminder to all that pass by, whether employee, client or visitor, that character plays an important role in who the company is and wants to become. And all because, character matters.

Questions? Comments? Please feel free to contact us.

## Character Council of Indiana

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# OBEDIENCE

vs. Willfulness

*"Quickly and cheerfully carrying out the wise direction of those who are responsible for me"*

## Flexibility demonstrated in SBP's

*(Continued from page 1)*

to pay employees based primarily on the job they hold or are assigned.

There is no more sincere form of appreciation than compensation, and this concept is attractive to many employees since there is a direct link between their compensation and the work-related skills they may learn and use - and since service time with the company and job title are relatively less important factors in the pay and/or advancement decision processes.

From the employer's perspective, SBP offers an alternative means for managing individual performance, advancing the competency of

employees and enhancing the flexibility with which personnel can be used within and between one or more units of the organization. Mr. Carey began with that end in mind when he created and implemented the company's compensation system and performance management system that promotes the character quality of flexibility. Flexibility of the workforce is the key to success - success for the customers, the employees, and the company.

*Special thanks to John Dantico, Society for Human Resource Management's Compensation and Benefits Committee, for contributing to this article.*

## Corporate Culture of Character

Ambassador, Inc., an internet services firm, IHM Facility Services, and Clarian Health Partners, are just a few of the growing number of organizations to find that focusing on good character is the best way to implement their companies' already established Core Values.

"A Character Wall makes an excellent visual reminder of a character trait using a specific animal," says Phill Frye, Assistant Operations Director, Clarian Health Facilities. "It then expands these values into meaningful behavioral guidelines for employees."

Brad Lindemann, President/CEO of Ambassador, has determined that, "like the laws of gravity and thermodynamics, there are principles of life that affect our decisions and

relationships. Character is the summation of those principles." Plus, he adds, "This stuff really works and it's great fun, too."

The prominence of the Character Wall at IHM in their Fishers, IN facility comes because

Cindy Noe, CEO, sees the character issue as one of freedom. "The government crafted by our Founding Fathers is meant to govern only a moral people. As the moral/character fabric of our country frays, we will require ever greater external controls, propagating an ever bigger and more intrusive government - and loss

of freedom," offers Cindy. "The character of the American people will, more than any other single issue, determine our destiny as a free people."



The "Character Wall" at Ambassador is just one example of how organizations are setting the tone for their corporate culture by emphasizing character